MAR 8, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

MAR 1 1 19

3 reasons why WOR is the greatest buy in New York radio today*

1 WOR's total audience is approximately 10% greater than before the war. Yet, WOR's rates remain the same. Ergo: Sponsors pay less for more on WOR than ever before.

2 More people are listening to local comedy, sports, women's, quiz, juvenile, news, participating and half-hour evening shows on WOR than to similar local shows on any other New York station.

3 Because of WOR's audience leadership and dominating coverage of such boom war-industry centers as—New York, Trenton, Reading, Philadelphia, Newark, Jersey City, Hartford, Paterson, New Haven, Bridgeport, Elizabeth, Wilmington and Camden, WOR offers advertisers the most economical single means of reaching the greatest concentration of war workers in America today.

★ Perhaps in the United States

NOTE: WOR earnestly advises every advertiser, or his agent, to contact the station today for choice, low-cost time and programs. It is a sincere and practical suggestion.

WOR

at 1440 Broadway in New York

RESULTS

38,965 LETTERS

WLS drew 38,965 proof-of-purchase letters from eight early evening programs. The sponsor, a cereal company, offered a billfold for 10c and a box top. A breakdown of one week's mail (11,172 letters) revealed that 32.3% of the mail from within the WLS Major Coverage Area came from Metropolitan Chicago, which contains only 25.8% of the radio homes in that area. Here, then, is still another case to show that WLS is listened to...that WLS listeners respond...and in Chicago, too!

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX; AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

THE FACTS ARE...

No. 1 IN A SERIES:

WPEN Booms a Furniture Mart

Read what a satisfied sponsor has to say in his own story

(Excerpts taken from Broadcasting Magazine article, January 4th issue.)

By WILLIAM CRANE
President
Crane Brothers Furniture Co., Philadelphia

It was on Nov. 3, 1941, that we purchased *It Happened Today*, a 15-minute dramatized news show on WPEN, Philadelphia, Mondays, Wednesdays and Fridays. The only dramatized news show on a Philadelphia station, it had been building an audience for several weeks as a sustaining feature. We provided only commercial material and the station wrote the entire show, including commercials.

Business Soars

Since radio was an untried venture for us, we took the program on trial basis for 13 weeks. After all, it is an advertiser's privilege to be cautious and to seek full value for each dollar he spends. If the results justified it, we intended to renew for the balance of the contract year after the 13-week trial period.

It was only the ninth week of our 13-week trial period and already we found it expedient to act upon our option earlier than we had expected.

Once on the air, it did not take us long to realize that we had "struck" it rich with WPEN.

Accordingly, we renewed the program for the full 52-week period until Oct. 31 of last year.

Second Renewal

And it was without any hesitation, in face of continuing adverse condition in the furniture industry, that we again readily renewed *It Happened Today* for 52 more weeks to make for our second year in radio.

Business Still Grows

Our business in 1942 was more profitable than in any other year. And that goes back 35 years ago —over similar periods of wartime stress, periods of depression and periods of prosperity.

Is it any wonder we are con-

Watch this space each month for another.....

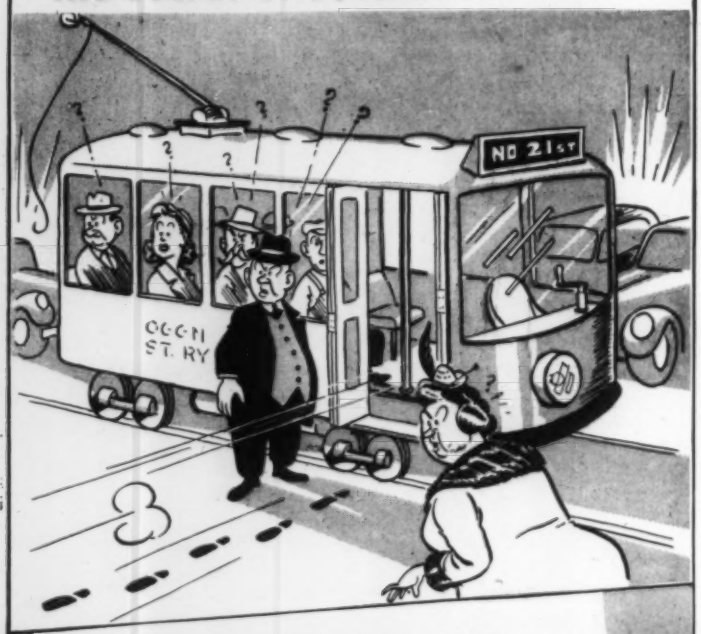
Philadelphia SELLING Story

5000 WATTS • 560 ON THE DIAL

WPEN

...ished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Motorman Botts has discovered the secret of success . . .



He's gone to buy up time on KFAB . . .

You, too, can easily learn how to be a Successful Business Man. Simply place your accounts on this station.

Here's why! Our listeners, in the farm and small town areas throughout Nebraska and her neighboring states, are spending the largest farm income in their history. Such income is doubled and tripled by the cycle of its spending—from farmer to merchant to doctor to grocer to wholesaler to farmer ad infinitum.

When these people buy, they buy what KFAB recommends. It becomes exceedingly obvious, therefore, which station *you* need to do a *complete* selling job for your account.

ED PETRY CO NAT'L REPR

KFAB

LINCOLN, NEBR

DON SEARLE GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE **KOIL**

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 10 MARCH 8, 1943

CONTENTS

Drive To Reorganize FCC	7
Slowie Named Cox Probe Liaison	8
CBS Sales Staff Reorganized	8
KGEI, Lewis Win DuPont Awards	9
AFM Board Discusses Disc Fees	9
OPA Stands Pat on Labels	9
Sponsors for 'Uncle Sam' Series	10
McIntosh Given New WPB Post	10
Army, Navy Demand Federal Time	12
FCC Reviews Year's Activity	14
Business Aids War Effort, Says Woods	16
Explanation of White-Wheeler Bill	18
Radio Aids Food Campaign	24
Jurisdiction Issue Pressed By Miles	36
Radio's Role In Raid Alerts Fixed	40
FCC Not To Reopen Press Ownership	41
AFRA Seeks 10% Boost In Record Fees	42
WCCO Announcers to Vote on IBEW	43
Clear Channel Argument This Week	45
Old Golds Cited by FTC	50

DEPARTMENTS

Agencies	37	Network Accounts	48
Agency Appointments	40	Personal Notes	29
Behind the Mike	30	Purely Programs	25
Classified Advertisements	49	Radio Advertisers	35
Editorials	28	Station Accounts	34
FCC Actions	48	We Pay Respects	29
Guestitorial	28	Hix Cartoon	50

Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

You're in GOOD COMPANY when you use

WOL IN THE NATION'S CAPITAL

WASHINGTON, D. C.

36 AGENCIES NOW PLACING OVER 50 ADVERTISERS

This recognition by national advertisers is an indication of the continuous pulling power of WOL

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM

★ ★ SPOT SALES, INC.—Natl. Rep., New York, Chicago, San Francisco ★ ★

Introducing

'H. R. GROSS with the News'

★ "H. R. Gross With The News" was, for many years, a leading feature with audiences of WLW, Cincinnati, and WHO, Des Moines. His personal popularity at the latter station, as a matter of fact, established Mr. Gross as an influential political figure in the state of Iowa. Veteran newspaper man, veteran news bureau manager, and veteran of the European battlefronts, Mr. Gross interprets the news clearly, forcefully, authoritatively, and interestingly.

The appointment of H. R. Gross as head of the WISH news staff gives this progressive station one of the strongest news departments in the Middle West.

In the short period since February 1, when "H. R. Gross With The News" was presented to the Hoosier audience, Mr. Gross' three daily newscasts have won him a tremendous popularity, a full booking of personal appearances throughout the state, and—on the sales side—the complete satisfaction of sponsoring advertisers.

"H. R. Gross With The News" typifies WISH's policy of giving preferred programs to its quality audience.

WISH *Never Outpromises*
BUT *Always Outperforms*

RADIO STATION
WISH
INDIANAPOLIS

REPRESENTED NATIONALLY BY
FREE & PETERS, INC.

Four years, Wharton School of Accounts & Finance, University of Pennsylvania (B.S.)
One year, Miller Lock Co.
Fifteen years, Account Executive, N. W. Ayer & Son
Two years, Business Manager, Station WLAW
Free & Peters (New York Office) since January, 1943

Come outta that locker, DAVID G. JONES!

We knew it would be like this. After years of writing about our other fellows whose names inconveniently offer no "copy lead" at all, we at last get a guy named Davey Jones — and then discover he has never even sailed a canoe! But that's OK. David more than makes up for it by having done a lot of really important things—including *seventeen years* of successful big-agency and radio work. . . . Welcome to F&P, Davey—with a yo-ho-ho, and a bottle of vitamins!

Anyway, as this series goes on, featuring our various men, we hope you're beginning to recognize the "pattern" that runs all through our organization. Some of us are corn-feds, and some aren't. Some graduated at "good schools", and some at the Post Office. And so on. . . . But two things, we hope and believe, are universal here—that every one of us is "a good gent", and that every one of us was a *successful* gent even before he ever came to F&P. . . . In other words, we of Free & Peters are continuing to build our organization—yes, and with the kind of men you'd naturally expect to find in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6378 | NEW YORK: 247 Park Ave. Plaza 5-4131 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 1512 N. Gordon Gladstone 5949 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 10 WASHINGTON, D. C., MARCH 8, 1943 $5.00 A YEAR—15c A COPY

Drive to Reorganize FCC On in Congress

White-Wheeler Bill Bolsters House Move To Curb Regulatory Excesses

A BETTER than even chance that Congress will write a new law at this session reorganizing the FCC to stop its regulatory excesses, which may force personal changes along "rip-saw bill" lines, was seen in both Senate and House with the introduction last week of the White-Wheeler bill for revision of the Communications Act of 1934. The bill (S-814) in many respects parallels the pending Holmes bill (HR-1490) in the House, but goes beyond it.

Joint action by Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, and Sen. Wallace H. White (R-Me.), ranking member, in introducing the bill, was seen as clearcut indication that both Senate and House leadership now are agreed the 1934 act should be revised. Coupled with these moves is the Cox Select Committee investigation of the FCC, shortly to get under way in the House, and aimed largely at purported domination of the Commission by Chairman James Lawrence Fly and of "left wing" operations inconsistent with the law.

Authority Would Be Limited

Prompt hearings on the White-Wheeler bill, drafted by the Maine Senator—the father of the previous radio and communications laws—are predicted. Senator Wheeler was not available for comment last week because of illness, but it is understood he favors hearings either by the full Committee, or perhaps a five or seven-man subcommittee. Because of his interest in the overall subject, he is expected to preside in either event, with Senator White also a certain participant.

Based on past expressions by the Montanan, it is believed he is not irrevocably committed to everything in the bill but regards hearings as desirable. Like the Holmes bill, which is a slightly modified version of the Sanders bill on which hearings were held last session, the new White-Wheeler measure would limit the FCC's authority by carefully prescribing the limits of its authority. It would liberalize appellate action and force the Commission to deal in the open, without special authorizations and other devices held to be of a "trick" nature.

Such matters as issuance of regulations affecting business aspects of licensees (like the controverted chain-monopoly regulations) would be ruled out entirely. The question of discrimination among licensees (like the newspaper divorcement proceedings) likewise would be frustrated by precisely worded provisions.

No Authority for Fly

The Commission itself would be segregated into two separate, autonomous divisions of three members each—one for broadcasting and related "public communications," such as television, facsimile, FM and kindred services, and the other common carriers or "private communications" services. The chairman would become the executive officer and coordinator and would not sit on either division. His authority, while broad on overall policy, would be eliminated entirely on matters pertaining to day-to-day broadcasting. Each division would have its own chairman.

TEXT of statement by Senator White explaining in detail, section by section, the provisions of the White-Wheeler Bill will be found on page 18.

Meanwhile, the Cox Select Committee last week began laying preliminary plans for its investigation of the FCC. Eugene L. Garey, New York attorney, arrived in Washington Wednesday and established headquarters in the House Office Building. Along with his chief assistant, Fred R. Walker, former Assistant District Attorney in Detroit, he conferred with Chairman E. E. Cox and other members of the Select Committee and began picking a staff of 25 attorneys and investigators. Hearings are slated to get under way next month, though the precise date cannot be set until the case has been outlined.

With legislation now pending in the Senate, it was regarded likely that the House Interstate & Foreign Commerce Committee, headed by Chairman Lea (D-Cal.), shortly would set up a subcommittee to draft a committee bill based on the hearings last session on the Sanders bill. Since the gap between the Holmes bill and the White-Wheeler measure is small, it was thought entirely possible that identical or companion bills might be launched on their legislative courses in both houses soon. Little need for further hearings before the House Interstate & Foreign Commerce Committee is seen.

Authority on Communications

While the measures do not call for a full-scale reorganization of the FCC, which would necessitate appointment of new personnel, it was pointed out that if the Cox inquiry develops that the present Commission has gone far astray and that it has been hindered by dissension, or if improprieties are disclosed, the pending measures readily could be amended to provide for such reorganization. The revolt in Congress against "bureaucracy" is directed against all Governmental agencies, but the FCC has been placed in the forefront by virtue of the Cox resolution and apparent general dissatisfaction in Congress with the agency's operations.

Regarded as of significance is the fact that Senator Wheeler joined Senator White in introduction of the measure in the Upper House. The Maine Senator is the foremost authority in Congress on broadcasting and communications legislation. The bill, largely his work, is a combination of measures introduced at previous sessions by himself and Senator Wheeler, and embraces also recommendations of the Federal Communications Bar Assn., the report of the Attorney General's Committee on Administrative Procedure, and court decisions, including those of the Supreme Court in the so-called Sanders Brothers case.

Chairman Wheeler in the past has reflected approval of FCC's overall policies, but lately he has been represented as out of sympathy with some of its operations. This is attested by his willingness to join in the introduction of the bill.

Chairman Fly steadfastly opposed the old Sanders bill (now the Holmes bill) in appearances

FIRST STRATEGY conference for the House Select Committee to investigate the FCC and its personnel occurred in the office of Chairman Cox (D-Ga.) of the Committee (center) last Wednesday. At his left is Rep. Wigglesworth (R-Mass.) member of the five-man committee. Eugene L. Garey, New York attorney and chief counsel for the Committee (right), arrived in Washington to devote his full time to the investigation probably to get under way with formal hearings in early April.

before the House Interstate & Foreign Commerce Committee last session. Since that bill and the new White-Wheeler measure are practically companions, it is logically concluded that his views are the same as on that measure. Commissioner T. A. M. Craven, on the other hand, in his appearance before the House committee, strongly supported the Sanders bill. No other commissioners testified.

Introduction of the Senate bill to a large degree stemmed from a desire to get the ball rolling on both sides of Congress. Heretofore, practically all communications legislation has originated in the Senate. Efforts during the last several years by Senator White to get action in the Senate have been stymied in committee. This session the House got started early, with the passage of the Cox resolution and the subsequent introduction of the revised Sanders bill. Moreover, other actions in the House to ferret out "bureaucracy," such as the Smith Committee resolution, are aimed at the FCC to some extent.

The fact that the House came close to striking out the FCC's appropriation altogether several weeks ago, which would have terminated its life in July, gave emphasis to the Congressional attitude toward the FCC. That also in some measure motivated the ranking members of the Senate Committee to present the new bill.

Division Seen Necessary

In introducing the new bill March 2, Senator White placed in the Congressional Record a section-by-section explanation, citing the changes in procedure, organization and authorization proposed. Also included in the measure was a provision for declaratory rulings proposed by NAB President Neville Miller in his testimony last session before the House Committee.

Stressing the desirability of two autonomous divisions on the Commission, Senator White pointed out that with a single Commission handling both broadcasting and common carrier matters, there is tendency to confuse the two and apply the same public utility concepts to them. Broadcasting, under the Act, is distinctly described as not subject to common carrier philosophies.

Moreover, Senator White pointed out, because of the attractiveness of broadcasting and the lack of news value or opportunity for publicity in the regulation of common carriers, the result of existing operation is "centering the attention of the Commission and its personnel almost exclusively on broadcasting and related problems and preventing the giving of sufficient attention to equally important problems relating to private communications."

In tightening up the appellate and procedural provisions, the proposed new law would allow the Commission a minimum of discre-

(Continued on Page 39)

Slowie Named Liaison Between FCC and Cox Probe Committee

Commission Staff Told to Supply Data Without Subpoena Following Fly-Garey Conference

TO CUT red tape and speed up the investigation of the FCC by the Cox Select Committee, the Commission, at the request of Chief Counsel Eugene L. Garey, last Friday designated T. J. Slowie, FCC secretary, as liaison officer to handle Committee contacts. The FCC staff has been instructed to cooperate with the Committee in supplying records and data sought by Mr. Garey and his staff, without the formality of subpoena.

Mr. Garey, who established Committee headquarters in the House Office Building last Wednesday, conferred with FCC Chairman James Lawrence Fly Thursday for more than an hour. No statement was made on either side following the session. Mr. Fly is expected to be the key witness in the inquiry, aimed at purported "bureaucracy" in the FCC. Moreover, he is the principal target of Chairman E. E. Cox (D-Ga.), of the Committee, who has accused him of building up a "gestapo" and of exercising "terroristic control" over all media of communication.

Preliminary Conference

While no date yet has been set for opening of the inquiry, preliminary plans were discussed at a conference last Thursday attended by four members of the five-man sub-committee, with counsel. In addition to Chairman Cox, those present included Wigglesworth (R-Mass.), Hart (D-N.J.) and Louis E. Miller (R-Mo.). Rep. Magnuson (D-Wash.) was absent. Mr. Garey was accompanied by Fred R. Walker, former assistant U. S. attorney in Detroit, his chief aide.

The FCC, following the Fly-Garey conference, issued the following order in connection with Mr. Slowie's appointment:

"In order to make possible full cooperation between the Federal Communications Commission and the Select Committee appointed by the House of Representatives to investigate the Federal Communications Commission, the following procedure is established:

"1. The Secertary of the Commission has been designated as the Commission's liaison officer with the Select Committee.

"2. Requests for the appearance of members of the Commission staff and for files, dockets, documents, interviews, etc., made by the Committee, will be honored by the Commission and the members of its staff, without the necessity for subpoena. To protect against confusion, however, all arrangements will be made by the Secretary and all documents leaving the Commission will be charged out through the Secretary's office."

Data Under Study

Well-acquainted with Congressional procedure, by virtue of his long service as secretary to former Congressman Jacobson, of Iowa, Mr. Slowie became secretary of the FCC in 1937. He has kept out of the limelight, however.

New staff appointments will be announced by Mr. Garey shortly, with a legal and investigating organization of some 25 contemplated. Until the preliminary work is completed, no date for the opening of the inquiry can be set, he said. Considerable data already has been procured from the FCC for the study.

That the FCC inquiry, first of a number of special studies contemplated by the House this session, will occasion considerable agitation in labor circles which favor the present structure, was indicated last week with the release of a story by the Federated Press, labor news-gathering organization, condemning the Cox probe. An article

(Continued on Page 44)

MR. SLOWIE

Wheeler Speech Cites FCC Draft Exemptions

DEFENDING his bill to exempt family men from military service until all single men up to 45 in a state have gone, Sen. Burton K. Wheeler (D-Mont.) in a radio address Friday night on the BLUE struck at "the multitude of Government employes who like a swarm of locust, infest Washington".

Remarking that "none of them engaged in essential war work", Sen. Wheeler named the FCC, "the agency that listens to what our enemy propagandists are saying as its contribution to winning the war." FCC has its quota "of essential young men," he remarked, "so essential that in this one small agency, 432 have been deferred from the draft."

Erikson Is Name CBS Sales Chie

Network Promotes Robert Reynolds, Karol in Shift

LEONARD F. ERIKSON, west sales manager of CBS, will come network sales manager April 1, it has been announced William C. Gittinger, CBS v president in charge of sa Post has been cant since Jan ary 1940, wh Mr. Gittinger w elevated to a vi presidency. M Erikson, w CBS for nearly years, will co

Mr. Roberts

tinue to operate from his Chica headquarters for the present, b will move to New York within few months.

W. Donald Roberts, member the New York CBS sales staff slightly more than a year, will su ceed Mr. Erickson as western sa manager. Before joining CBS, M

Mr. Reynolds

Mr. Karol

Roberts was associated with NB Free & Peters and *Today* maga zine. He will take over his ne post in Chicago on April 1.

Mr. Gittinger also announced th appointment of John J. Karol a assistant sales manager, effecti immediately. Mr. Karol, who w continue his duties as market re search counsel of CBS, was giv the new title "in recognition of hi increasingly important and effe tive contributions he has been ma ing to the network's sales oper tions during the past year," M Gittinger said. Mr. Karol will al continue to serve as liaison be tween the sales and station rel tions departments on mutual pro lems.

Edwin S. Reynolds, on the Ne York sales staff of Radio Sale CBS division representing the ne work's owned and operated station will join the network sales depar ment March 15, filling the vacan created by Mr. Roberts' promoti Mr. Reynolds joined the CBS sa promotion department more th seven years ago, later becom manager of station promotion f Radio Sales, switching to the sa staff in December 1939.

Appointments will not otherw affect the sales departments oper tions, Mr. Gittinger stated. Al Jay Marsh continues as assista sales manager in charge of ne business and William J. Fagan co tinues to supervise sales service.

DuPont Prizes to KGEI, Fulton Lewis

GE Station and Mutual Newsman Cited For Service

KGEI, shortwave station near San Francisco operated by General Electric Co., and Fulton Lewis, jr., MBS news commentator, were named winners last Saturday night of the 1942 Alfred I. DuPont Radio Awards at a dinner given by Mrs. Alfred I. DuPont at the Hotel St. Regis, New York. The two winners each received $1,000, the sum to be given annually by Mrs. DuPont in memory of her husband, former Florida industrialist.

The station award cites KGEI for its outstanding and meritorious public service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves."

Lewis Award

Mr. Lewis was named winner of the commentator award "in recognition of his distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news and representation of expert, informed and reliable interpretation of news and views for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Presentation of the award to KGEI was to be broadcast on the blue 7:30-7:45 p.m. March 6, with Mark Woods, president of the blue, introducing Dr. Francis P. Gaines, president of Washington and Lee U. and chairman of the committee of judges for the awards. At 7:45 p.m., Dr. Gaines announced the award to Mr. Lewis, with the presentation heard until 8 p.m. on MBS and Miller McClintock, president of Mutual as featured speaker.

Robert S. Peare, manager of broadcasting for General Electric Co., accepted the award for KGEI, while Mrs. Fulton Lewis, jr., accepted the award for her husband, who was to be piped in to the Mutual broadcast from San Antonio.

Guests at Dinner

Other notables at the DuPont dinner included Niles Trammell, president of NBC, and William S. Paley, president of CBS. Members of the judges committee present, besides Dr. Gaines and Mrs. DuPont, included Rt. Rev. H. St. George Tucker, president of the Federal Council of Churches of Christ in America; M. H. Aylesworth, former NBC president, who represented the industry for the Peabody award; and Mrs. Ruth H. Hanshaw, national president of the American Legion Auxiliary.

MR. LEWIS

MR. PEARE

AFM Board Meets March 16 For Further Ban Discussion

"AWAITING developments" was the answer from all quarters on the AFM recording strike, following the sharp rejection by the recording industry of the Petrillo "flat fee" demands and the disclosure by the AFM president that its international board will convene in Chicago March 16, presumably to discuss new terms.

No likelihood of a break in the strike, which has been in force since Aug. 1, is seen prior to the second meeting of the AFM high command. Until the board discloses its modified terms, if any, neither the recording industry nor the Senate Interstate Commerce Subcommittee investigating the music situation, is disposed to move.

Up to AFM

Chairman Clark (D-Ida.) of the Committee said that its members were studying the Petrillo demands [BROADCASTING, March 1] but that in view of the new meeting called by the AFM head, he saw little reason to schedule further hearings or to take other action. Chairman Clark has strongly inferred that he, along with perhaps a majority of his committee, is disposed to appeal directly to President Roosevelt to break the recording strike because of its interference with war morale and the latent threat to small broadcasting stations and other users deprived of recorded music.

Because of the "startling new kind of social philosophy" embraced in the Petrillo royalty plan, transcription and record manufacturers felt that such a proposition should be scrutinized and approved by responsible Government agencies before there are further conversations regarding it. Conversations have taken place in Washington with respect to the overall proposals but any direct moves are being held in abeyance pending further action of the AFM board.

In some quarters it was thought that the rejection by the recording industry of the AFM proposition might evoke from the union a new "peace offer" on terms more acceptable. There was just as strong conjecture, however, that the board would not be disposed to recede from its fundamental demands.

Following is Mr. Petrillo's letter of Feb. 26 to the 12 signatories (eight transcription companies and four record manufacturers) who signed the letter of Feb. 23 rejecting the fixed fee proposal:

"I received your communication of Feb. 23, 1943, wherein you say that the proposals made by the American Federation of Musicians cannot be agreed to.

"Your letter has been sent to our International Executive Board for their consideration, and our Board will meet in Chicago on Tuesday, March 16, 1943, to further discuss the contents of your communication. At that time the Executive Board will make answer to your letter of Feb. 23, 1943."

New FM Series

SCHUSTER'S DEPT. STORE, Milwaukee, Wis., recently contracted for a five-minute news broadcast every day in the week and a half-hour musical program every Thursday night, series to run for a year, over W55M, Milwaukee FM station. W55M at present broadcasts 33 live programs a week.

OLIVER M. PRESBEY, formerly of the eastern sales staff of *American Weekly*, has joined Edward Petry & Co., New York, station representative, as an account executive.

OPA Stands Pat On Label Policies

Denies Any Intent to Abolish Brands Despite Hill Talk

DESPITE Congressional questioning of its grade labeling policies, OPA said last week that its orders to packers would stand and that the 1943 fruit and vegetables pack would carry three Government grades for the guidance of consumers.

OPA Deputy Administrator J. K. Galbraith disclaimed all reports that brand names would be abolished. "Brand names are no concern of OPA," he said. "The agency is not at all interested in abolishing them, nor does it believe that its policies interfere with their maintenance."

Congress Interested

A renewal of Congressional interest in grade labeling occurred Thursday, when Rep. Sumner (R-Ill.) reported a rumor that "planners in the Agriculture Dept. . . . are playing with the idea" of exporting cans of food labeled "USA". Miss Sumner urged action on a resolution introduced last month by Rep. Halleck (R-Ind.) to investigate the necessity of grade labeling and other standardization programs. (BROADCASTING March 1).

The canner's name on a product "means everything to the women of America," Rep. Sumner declared in opposing abolition of brand names. "Without the firm's name on the can they cannot tell what they buy."

Hitting at the less drastic grade labeling which OPA said was adopted "as a price fixing mechanism" she said canners are "disgusted" at the thought of undertaking such a difficult and delicate job. She said "you have to know the canning business" to appreciate how difficult it is to "grade each little can."

Rep. Halleck, accepting Miss Sumner's support for his resolution, said "In my opinion, while at the moment the most critical problem seems to involve so-called grade labeling, there is very definitely in the background a trend in the direction of doing away with all brand names and trade-marks." He suggested such changes in our economy would hinder rather than promote the war effort.

Meanwhile, the House Agriculture Committee heard OPA and canners' representatives present their problems, and arranged a meeting last week-end between the conflicting groups. Rep. Fulmer (D-S. C.), Chairman of the Committee, said that he was not anticipating any action by his Committee, and that he was in favor of making canners tell consumers what they are buying. "Packers admit they buy tomatoes in two grades from the farmer," he said, "then they can nine grades. There is no reason why these grades should not be marked."

Railway Heads OWI Series Sponsors

'Uncle Sam' Disc Show On 11 Stations For N&W

NORFOLK & WESTERN Railway heads the list of sponsors all over the nation now taking part in the *Uncle Sam* disc series produced by the Radio Bureau of the Office of War Information. The five-weekly quarter-hour program is sponsored on 11 stations in the N & W area —Virginia, West Virginia, North Carolina, Ohio.

The stations are: WLVA, Lynchburg, Va.; WSLS and WDBJ, Roanoke; WSVA, Harrisonburg, Va.; WBRW, Welch, W. Va.; WBLK, Clarksburg, W. Va.; WBTH, Williamson, W. Va.; WHIS, Bluefield, W. Va.; WPAY, Portsmouth, O.; WHKC, Columbus; WDNC, Durham, N. C.

Sponsorship Pleased

The program sponsorship started Feb. 8. To promote listener interest, N & W bought space in newspapers totaling 29 advertisements amounting to 638 column inches. In addition there are were 26 feature stories in 14 newspapers, all promoting interest in the program, during the week of Feb. 7.

Commenting on selection of the program, R. R. Horner, advertising manager of the railroad, said, "the program is authentic, highly dramatic, informative and unusually interesting. We are well pleased with our selection of *Uncle Sam*."

In general, industry reaction indicates that the new series has been favorable. Following is a list of stations which have obtained sponsorship of the series, based on reports reaching OWI:

WMBG, Richmond, Va., WTAR, Norfolk, Nolde's Bakery; WGH, Newport News, Va., Philip Levy Furniture Co.; WSJS, Winston-Salem, N. C., P. H. Hanes Knitting Mills; WMFR, High Point, N. C., Hunter Coal & Ice Co.; WCOS, Columbia, S. C., Carpenter's Union, Local 1778, AFL.

WCSC, Charleston, S. C., Lesser's Credit Jewelers; WIS, Columbia, S. C., Columbia Lumber & Mfg. Co.; WLVA, Lynchburg, Va.; WSLS, WDBJ, Roanoke; WSVA, Harrisonburg, Va.; WBRW, Welch, W. Va.; WBTH, Williamson, W. Va.; WHIS, Bluefield, W. Va.; WPAY, Portsmouth, O.; WHKC, Columbus, O.; WDNC, Durham, N. C.; WBLK, Clarksburg, W. Va., all sponsored by Norfolk & Western Ry.

KSAL, Salina, Johnson, Peterson Busboom & Rauh, contractors; KFRU, Columbia, Mo., Marriott Reed Coal Co. and Columbia Co-op Warehouse Assn.

KMED, Medford, Ore., Trowbridge & Flynn Electric Co.; KORE, Eugene, Ore., Eugene Central Labor Council; KHUB, Watsonville, Cal., Pajaro Valley Bank; KFIO, Spokane, Easter Outfitting Co.; KWG, Stockton, M. Courren & Sons Furniture Store, Silva Fox Apparel Shop, Valley Insulation Co., California Cothiers.

WALA, Mobile, Sam Joy Laundry; WDEF, Chattanooga, Dixie Savings Stores; WAML, Laurel, Miss., Commercial National Bank & Trust Co.; WRGA, Rome, Ga., Elliot Sales Co.; WGCM, Gulfport, Mac Smith Garment Co., WJHO, Opelika, Standard Oil Dealers of Auburn & Opelika; WSLI, Jackson, Standard Life Insurance Co.; WROL, Knoxville, Hub Dept. Store; WAGA, Atlanta, Standard Milling Co. and Service Uniform Co.; WDAK, West Point, Georgia Valley Electric Co.

WHKC, Columbus, O., N. & W. Ry.; WBRW, Welch, W. Va., N. & W. Ry.

WING, Dayton, Lear Aviation, New Deal Tool & Mach. Co., Variety Aircraft Corp., Vulcan Tool Co., W.B.W. Tool Co.; WFIN, Findlay, O., Smith Bros. Mfg. Co.; WHOP, Hopkinsville, Chas. J. Barry, Jeweler; WCHS, Charleston, Godfrey L. Cabot, W. Va., CIO, W. Va. United Mine Workers, Carbon Black Co., Nitro Pencil Co.

WKOK, Sunbury, Pa., Hoover Furniture Co.; WEEU, Reading, Pa., Mfrs. Assn. of Berks County; WRAW, Reading, Pa., sponsored; WKST, New Castle, Pa., sponsored; WBAX, Wilkes-Barre, Pa., Genl. Aviation & Equipment Co.

WTAG, Worcester, Mass., Worcester Gas Light Co., Fitzwel Girdle Co., Wyman-Gordon Co.; WBRY, Waterbury, Conn., Service Shoe Store, National Suit House; WATR, Waterbury, Alberts Furniture Co.; WTHT, Hartford, Sabitts Jewelry Co.

WNBF, Binghamton, N. Y., International Business Machine Corp.

WLDS, Jacksonville, Ill., Elliot State Bank; WEBQ, Harrisburg, Ill., Carters Chickery, El Dorado, Ill.; WGL, Ft. Wayne, Tokheim Oil Tank & Pump Co., Wayne Pump Co., Farnsworth Radio Corp., Joslyn Mfg. & Supply Co., S. F. Bowser Co.

WOC, Davenport, Ia., International Milling Co.; KROS, Clinton, Ia., George Jay Drug Co.; WIBA, Madison, Wis.; Harry S. Manchester Inc. (dept. store); WDSM, Duluth, Minn., Roth's Dept. Store, Lurye Furniture, Belknap Electric, Mather Pharmacy, Rookey Transfer.

WRJN, Racine, Wis., Wood-Nathan-Virkus Co. Inc., Racine; WKBH, LaCrosse, Wis., Northern Engraving Co., The Trane Co. of LaCrosse; WDAN, Danville, Ill., Meiss Bros. Dept. Store; WCFL, Chicago Technical College, Milk Foundation.

LARGEST SPONSOR of the OWI's newly started *Uncle Sam*, five-weekly transcribed series, is the Norfolk & Western Railway, which has contracted for time on 10 stations in Virginia, West Virginia, North Carolina and Ohio. Signing for the railroad is R. R. Horner, (center), manager of the N. & W. magazine and advertising dept., while James H. Moore, manager of WSLS, Roanoke, and OWI consultant to the Radio Bureau assisting G. Richard Shafto in Virginia, looks on. Standing is Frank Koehler, WSLS commercial manager, confirming air times.

Davis, Krug Given Key Posts in WPB Shakeup

DONALD D. DAVIS, former president of General Mills (Gold Medal Flour, Wheaties, Bisquick, Softasilk Cake Flour, Washburn Pancake Flour, Feeds, Corn Kix, Cheeri Oats) was named vice-president for Operations of the War Production Board in a regrouping of key officials last week. Mr. Davis resigned from General Mills to join WPB in November, 1942 as program bureau director.

In the same shakeup, a major WPB post went to J. A. Krug, a member of the engineering staff of the FCC toll rate investigation of AT&T, 1935-37. Mr. Krug, formerly Director of the Office of War Utilities, will be vice-chairman in charge of materials distribution and chairman of the Requirements Committee.

JAP OFFICIALS HEAR U. S., SAYS AP MAN

MAX HILL, Associated Press correspondent and author, who returned recently to this country on the *Gripsholm*, following six months in a Jap prison in Tokio, was guest speaker at the March 3 meeting of the Radio Executives Club of New York.

Pointing out that the general public in Japan is not allowed to own shortwave radios nor to listen to shortwave broadcasts, Mr. Hill gave examples of the close attention paid to foreign broadcasts by Japanese Government officials and diplomats. He said the only possible way in which American propaganda broadcasts could reach the Japanese public would be via Chungking in unoccupied China, which shortwaves them to Korea, a country very resentful of the Japanese domination it suffers.

Out-of-town guests at the meeting included Harold W. Cassill, WGNY, New York; J. Frank Jarman, WDNC, Durham, N. C., and Lawrence Haas, recently named CBS shortwave editor, former Latin-American editor of United Press.

Mackay's 16th

WITH the opening of a circuit to Algiers, North Africa [BROADCASTING, March 1], Mackay Radio & Telegraph Co., completes its 16th new international radiotelegraph circuit since the United States entered the war. Previously, Mackay had opened circuits to Moscow, Kuibyshev and Khabarovsk, USSR; Chungking, and Kumming, China; La Paz, Bolivia; Bogota, Columbia; Asuncion, Paraguay; Cairo, Egypt; Wellington, New Zealand; Brisbane, Sidney and Melbourne, Australia; Great Britain and Bermuda.

McIntosh Is Giv... New Post at WP...

Becomes Assistant Direc... Of the Radio Division

FRANK H. McINTOSH, civil... radio's representative in the W... is now assistant director of ... Radio Division, it was officially ... vealed for the first time last w... Although no formal announce... of the promotion has been ma... Mr. McIntosh used his new ... in signing a recent statement ... production of tubes and parts ... civilians.

The promotion had been pre... ed for sometime [BROADCAST... Feb. 8], and is in line with ... shakeup of the division undertak... by its chief, Ray C. Ellis, to m... military radio needs.

Supplies for Civilians

Under the WPB Radio Divi... set-up, as now being arranged, ... McIntosh would be Chief of F... eign & Domestic Broadcast... charged with compiling and pro... cuting programs to insure a sup... of parts and tubes sufficient ... maintain civilian radio, both tra... mitting and receiving.

Mr. McIntosh joined WPB Ap... 24, 1942, as chief of the Ra... Section, then in the newly-orga... ized Communications Branch. He ... on indefinite leave as technical ... pervisor of Fort Industries, oper... ing six stations in Ohio, West Vi... ginia and Georgia.

The McIntosh promotion was ... natural sequel to the shift of R... dio Division sections underway ... eral months. Military product... has been placed under three ass... tant directors, each heading ... "group". To insure adequate pr... tection for civilians, a simi... "group" was created for civili... with Mr. McIntosh, its chief, ... an assistant director.

Mr. McIntosh used the title ... the first time in a statement t... announced the tube and part p... gram he has been working on ... several months. He assured ... public that owners of radios, ... gardless of make or vintage, ... be able to keep their sets in rep...

The tube program, as appro... by manufacturers at a meet... late last month, calls for inte... production of 114 major types. ... McIntosh hopes to make 11,000,... by July. A second program for ... placement parts is already be... scheduled by manufacturers, ... statement said.

Dictograph on Blue

DICTOGRAPH SALES Co... which has not used network ra... since it had a series on NBC ... years ago, will return to the ... March 20 with a Saturday ni... five-minute dramatic program ... at least 105 BLUE stations. ... signed as promotion for the Acou... ticon hearing aid, program w... dramatize true stories of pers... benefiting by the device. Agency ... Ruthrauff & Ryan, New York.

XUM

War Industries Bring Nets New Revenue

Single-Time Tests Breaking Ground For Contacts

NEW SOURCES of radio advertisers are being developed through the use of one-time network broadcasts, a review of this type of broadcast advertising for the last nine months reveals. Seasonal events, such as sports games, the holidays, and situations created by the war, have provided material for almost half a hundred special feature programs.

These one-time shots, both new and varied, suggest further program possibilities of interest to the advertiser inclined to test radio, network radio for the first time, or who has a message for listeners which can be adequately carried in single presentation.

"Many Firsts"

The broadcasts, which are largely institutional, have brought many companies to radio for the first time, and others have been introduced to network advertising. In at least two instances, the newcomers have followed through with regular programs. It remains to be seen whether other "firsts" will serve as preludes to regular use of network radio. In the meantime, in addition to creating actual and potential advertisers for specific networks, and for the industry in general, the one-timers serve a number of purposes, one being that of utilizing afternoon periods devoid of regular sponsors.

Situations created by the war, including the trend towards institutional advertising have provided radio with more opportunities for single programs than perhaps any other factor. Included in this category have been such objectives as entertainment of servicemen; morale-builders for the war-workers of a given plant, and for the war industry in general; consumer education on wartime effects on the food industry and the use of radio to make up for restrictions on travel.

Candy Council Buys

Newcomer to radio in the food field was the Council on Candy as Food in the War Effort, Chicago, candy manufacturers group, which purchased the full BLUE network for a broadcast by Mrs. Franklin D. Roosevelt, Dec. 9, 10:15-10:45 a.m. Program theme was "conservation of candy as a food in the war effort." The Council has since started a weekly quarter-hour commentary on NBC, featuring talks on rationing by Ernest K. Lindley. BBDO, Chicago, placed the business.

Cancellation of its annual dealer's convention, because of transportation limitations, brought Libby, McNeill & Libby, Chicago, to network broadcasting for the first time Oct. 19, with a program aired on the full BLUE network 4:30-5 p.m. as a radio convention, with the added purpose of revealing to the general public the company's advertising plans for helping the housewife plan a balanced and appetizing diet in spite of shortages. J. Walter Thompson Co., Chicago, is the agency.

The holidays combined with the entertainment of servicemen served as the occasion for several broadcasts involving the purchase of unprecedented amount of time by individual sponsors. The most outstanding contract was the 12-hour block bought by Coca Cola Co., Atlanta, on the full BLUE network for a continuous program of name band music running from noon to midnight Christmas day. D'Arcy Adv., New York, handles the account.

Elgin on CBS

The holiday-servicemen combination brought to network radio for the first time Elgin Watch Co., Elgin, Ill., with a two-hour music and variety program on 116 CBS stations, 4 to 6 p.m. on Thanksgiving, and a similar broadcast on Christmas. Elgin has been using spot broadcasting at Christmas for the last several years. Company has now purchased the Wednesday, 10:30-11 p.m. period on CBS for *The Man Behind the Gun*, starting in March. Agency is J. Walter Thompson Co., Chicago.

To greet former employes now in the armed forces, Standard Oil Co. of California used the full NBC network, 12:15 to 1 p.m. Dec. 25, through their agency, BBDO, San Francisco.

As part of its employe campaign to "Beat the Promise," by outdistancing production goals, RCA Mfg. Co., Camden, N. J. sponsored a broadcast of a *War Workers Rally* Sept. 13, 7-7:30 p.m. on 101 BLUE outlets. Lord & Thomas, New York, is the agency.

Pioneer in the field of sponsored broadcasts of ceremonies marking the award of the Army-Navy "E" to war industries is BLUE which has to date aired a total of 16 such programs, most of them on the full network and the majority in the mid-afternoon period. Queried by BLUE as to their reasons for using radio when promotion had been previously limited to the trade, manufacturers replied "we want to reach as many people as possible with the story of our accomplishments."

Mutual has carried six broadcasts of this type and CBS two, including an additional half-hour on the regular E. R. Squibb Co. program. The war also lent sponsor and listener interest to the graduation exercises of the Great Lakes Naval Training Center, broadcast on CBS by Northern Pump Co., Minneapolis.

The Christmas holiday season attracted to radio for the first time Prince Matchabelli, New York perfumery, probably the first company of its kind to use network radio, with a five-minute broadcast on the full CBS network for Stradavari perfume.

Sport Features

Outstanding seasonal one-time shots in the sports field have included the five games of the World series, aired on 300 Mutual stations by Gillette-Safety Razor Corp., Boston, and the Army-Navy game, heard on 100 NBC CBS and MBS stations under sponsorship of Standard Oil Co. of N. J., extensive user of spot broadcasting for Esso Marketers. Politics has accounted for several commercial hook-ups on the BLUE in connection with the 1942 elections. The film industry is also represented.

AWARD HONORS are shared by WLS and WENR, Chicago's BLUE stations, as they are cited by General Mills, Minneapolis, sponsors of the *Lone Ranger* on the BLUE, for the top showing in a billfold give-away offered by the company on all stations carrying the program. Presenting the award to Glen Snyder (left), manager of WLS, and Merritt S. Schoenfeld (second from left), sales manager of BLUE central division, are P. S. Joyce, manager of the Chicago grocery products division of General Mills and E. H. Kees, assistant central division sales manager of General Mills. The program is heard Mon., Wed., Fri., 7:30-8 p.m.

The war appears to have performed a service, both from the point of view of immediate and potential benefits, in forcing the radio industry into new fields which would probably have remained unexplored in peacetime. With advertisers hesitating to make lengthy commitments, particularly in unfamiliar media, the flexible one-time broadcast seems to be well-suited to fill the needs of the company interested in testing, or simply confronted with a sudden wartime situation, calling for a message to the public.

WAR INDUSTRY MORALE, INSTITUTIONAL

BLUE—Electric Boat Co., New York, submarine keel; White Motor Co., Cleveland, E award; Jenkins Bros., Bridgeport, E; Gilbert Barker Mfg. Co., W. Springfield, Mass., E; Elco Naval Division, Bayonne, N. J., E; Scovill Mfg. Co., Waterbury, Conn., E; Autocar Co., Ardmore, Pa., E; Babcock & Wilcox Co., New York, Maritime M; Bauer & Black, Chicago, E; Higgins Industries, New Orleans, E; Independent Lock Co., Fitchburg, Mass., E; RCA Mfg. Co., Camden, workers rally; Cramerton Mills, Cramerton, N. C., E; A. Schrader's Sons, Brooklyn, E; Wheeling Corrugating Co., Wheeling, E; Crane Co., Chicago, E; Western Gear Works, Seattle, E; Masonite Co., Chicago, E.

CBS—E. R. Squibb Co., New York, E; Arc Equipment Co., Bryan, O., E.

MBS—Diebold Safe & Lock Co., Canton, O., E; Lansdowne Steel & Iron Co., Philadelphia, E; Worumbo Mfg. Co., New York, E; Chase Brass & Copper, Waterbury, Conn., E; Hercules Motor Co., Canton, E; Hoover Sweeper Co., Canton, E.

ENTERTAINMENT OF SERVICEMEN, INSTITUTIONAL

BLUE—Coca Cola Co., Atlanta, Christmas (music).

CBS—Northern Pump Co., Minneapolis, Navy graduation exercises; Elgin Watch Co., Elgin, Ill., Thanksgiving (variety), and Christmas (music).

NBC—Standard Oil Co., Cal., Christmas program for employes in service.

POLITICS

BLUE—Republican National Committee, two campaign talks; Democratic National Committee, campaign talk.

FILMS

BLUE—Paramount Pictures, "Holiday Inn".

CBS—Paramount Pictures, "Holiday Inn".

FOOD IN WARTIME

BLUE—Libby, McNeill & Libby, Chicago, radio sales convention; Council on Candy as Food in War Effort, Chicago, food value of candy.

SPORTS

(Long-term Series Not Included)

BLUE—Gillette Safety Razor Corp., Boston, Sugar Bowl game.

CBS—Standard Oil Co. of N. J., New York, Army-Navy game; Gillette Safety Razor Corp., Boston, Orange Bowl game.

MBS—Gillette Safety Razor Corp., Boston, World Series, Cotton Bowl game, East-West game; Pabst Brewing Co., Chicago, pro football championship; pro games; Standard Oil Co. of N. J., Army-Navy game.

NBC—Standard Oil Co. of N. J., Army-Navy game.

Satevepost Test

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*) is testing the swing shift audience in two war industry markets with participating announcements on all-night programs. Four announcements, thrice-weekly, are being used on *Swing Shift*, broadcast at 1-3 a.m. on WENR, Chicago while 12 announcements are being broadcast on *Music & News*, 12-5:30 a.m., on WJR, Detroit.

Army, Navy Insist on Federal Time

Declare Change Would Prove Handicap to Victory

SOME EASING of radio's headaches in connection with repeal by several states of Federal War Time appeared likely last Wednesday as the War and Navy Departments entered the controversy involving Daylight Saving Time with a strong statement in behalf of War Time.

Heralding Federal time as "one of the most important contributions made by Congress to increase production of the sinews of war," Undersecretary of War Robert P. Patterson and Undersecretary of the Navy James V. Forrestal warned that any change in the law establishing War Time would be a serious deterrent to increased production in 1943 and "would slow down our march to victory".

Nebraska Petition

Meantime Nebraska joined the ranks of dissenting states by memorializing Congress to repeal the Federal statute of Jan. 20, 1942, which placed the entire nation under War Time. In the Upper House Republican Senators Wherry and Butler both presented the Nabraska Legislature's joint resolution opposing War Time, while Representatives Stefan and Miller, also Republicans, offered them in the House.

Despite pressure from the farm bloc there was a general feeling on Capitol Hill that Congress would not repeal Federal War Time, in view of its necessity to the war effort. Members of the House Interstate & Foreign Commerce Committee, which now has two concurrent resolutions to repeal War Time (H-ConRes-9, HConRes-10) introduced by Reps. Brehm (R-O.) and Cole (R-Mo.) [BROADCASTING, Feb. 1], indicated no action will be taken on either resolution for some time.

The Committee has asked the Federal Power Commission, Interstate Commerce Commission, War Production and other Government agencies for data concerning the benefits of War Time the past winter. A hearing probably will be scheduled shortly, however, on two bills introduced by Rep. White (D-Ida.), to place a portion of that State in the Pacific Time zone rather than the Mountain Zone [BROADCASTING, March 1]. The ICC is reported to look favorably on that change inasmuch as normally western Idaho should be in the Pacific Zone.

There arose the question in Washington as to whether individual states could legally return to Standard Time in view of the fact that War Time was established by Congress. Government spokesmen generally were agreed that Federal Time controls interstate commerce and that the indivdual states could not change the operation of transportation lines, post offices and other Federal schedules. They can, however, regulate their own industry and intrastate commerce.

The joint War-Navy statement was taken in some quarters to mean that executive action can be anticipated should the individual states continue to return to normal time. In that connection it was pointed out that of the three states already operating under normal time (Georgia, Ohio and Michigan), not one has any semblance of universal time. In the rural areas and small urban centers clocks were set back an hour while in the larger cities they have been kept on War Time.

Radio Confusion

One example of the confusion resulting to radio was in Cincinnati where the two Crosley Corp. stations operating from shared facilities are broadcasting under two time zones, WLW functioning under Eastern Standard Time in keeping with the Ohio Legislature's action, and WSAI adhering to War Time, following action of the Cincinnati City Council.

Part of Michigan is on War Time and part on slow time and the same is true of Georgia.

What steps could be taken to halt action by individual states, other than a nationwide intensive educational program on the merits and necessity of War Time, was a moot question in Washington. With few exceptions broadcasters, well-versed in the headaches of time-change, have campaigned in their respective communities to retain universal time.

In Toledo, Arch Shawd, general manager of WTOL, was instrumental in helping to keep that city on Federal Time when Ohio returned to slow time. Along with other civic leaders Mr. Shawd urged continuance of War Time to avoid upsetting radio, common carriers, communications and business in general.

Even though the action of individual States in repealing War Time has thrown radio into confusion, and in some instances cost broadcasters revenue (with some programs originally billed at Class A time, 6-7 p.m., now billed at afternoon rates) it was agreed among industry leaders that radio's problems are minor in comparison to the slowdown in the nation's war job, which the military branches of the Government say is inevitable by a change to normal time.

The joint statement by Mr. Patterson and Mr. Forrestal follows:

The War Time statute has been one of the important contributions made by Congress to increase production of the sinews of war. During the last year it has brought about a saving in electrical generating capacity for the nation as a whole of more than one million kilowatts and one and one-half billion kw.-hours.

Translated into terms of production, the power capacity thus saved by War Time is sufficient to produce a billion pounds of aluminum per year. Without this saving of power, it would have been necessary to provide new electrical power facilities. This could only have been accomplished at the cost of a further deficit in scarce metals and equipment needed in the production of tanks, planes, ships, munitions, and in the erection of plants so vitally needed for the making of synthetic rubber and 100-octane gasoline.

We recognize that some difficulties have resulted from the adoption of War Time, but the inconveniences and even occasional hardships consequent to its adoption have been minor when compared to the savings achieved in electrical power necessary to war production.

Any change in the present War Time statute would without question result in serious detriment to increased production in 1943. It would slow down our march to victory.

MILTON J. BLAIR, vice-president and secretary of Sherman K. Ellis & Co., New York, has taken a leave of absence to join the staff of the Advertising Council.

MORE GRIEF awaited J. Leonard Reinsch, director of the James M. Cox stations, when Ohio's time-change muddle brought about a major upheaval in WHIO program scheduling. Attempting to straighten out the jumble as Ohio Legislature adopted Eastern Standard Time and Dayton City Council voted for Central War Time, while Cincinnati remained on Eastern War Time are (l to r): Mr. Reinsch, Lester G. Spencer, assistant manager of WHIO in charge of programs and production, and Robert H. Moody, recently named general manager of the station. Added to Mr. Reinsch's worries is the fact that WHIO will carry the Cincinnati Reds baseball games, which will originate under Eastern War Time. He previously went through sleepless nights attempting to reshuffle schedules at WSB, Atlanta [BROADCASTING, Feb. 22], when the Georgia Legislature plunged that state into confusion by adopting slow time.

'STAR' SERIES USES ALL D.C. OUTLETS

PRESTIGE campaign on all Washington stations has been started by the *Washington Evening Star*, owner of WMAL, BLUE outlet in the capital. The institutional series, consisting of one-minute transcriptions, is designed to promote the *Star's* rank as leading newspaper in the nation from the standpoint of advertising lineage.

The idea was conceived and produced by Robert Enders, head of the radio division of Kal Advertising, Washington agency. Purpose is to build prestige rather than promote circulation, already limited by the paper shortage. Washington stations are WRC WMAL WJSV WOL WINX WWDC.

CBS 9-Man Advisory Board Now Established

MEMBERS of the new Columbia Affiliates Advisory Board [BROADCASTING, Feb. 15] were announced last week, when the New York accounting firm of Lybrand, Ross Bros. & Montgomery completed tabulation of ballots from CBS stations in the nine districts. Stations in each district elected a broadcaster to represent them at conferences with the network management, the first probably to be called within the month. Listed by districts, members are:

1. Franklin Doolittle, WDRC, Hartford. 2. I. R. Lounsberry, WKBW, Buffalo. 3. C. T. Lucey, WRVA, Richmond. 4. John M. Rivers, WCSC, Charleston, S. C. 5. Hoyt Wooten, WREC, Memphis. 6. Leo Fitzpatrick, WJR, Detroit. 7. Don Searle, KOIL, KFAB, Omaha-Lincoln. 8. Clyde Rembert, KRLD, Dallas. 9. C. W. Myers, KOIN, Portland, Ore.

Election was supervised by a committee headed by Mr. Fitzpatrick and including Cecil Mastin, WNBF, Binghamton; O. L. Taylor, KTSA, San Antonio; Hugh Terry, KLZ, Denver; James Woodruff, WRBL, Columbus, Ga.

Lindsley Heads KFBI

APPOINTMENT of Robert H. Lindsley, son of H. K. Lindsley, president of the Farmers & Bankers Life Insurance Co., Wichita, as general manager of KFBI, owned by the insurance company, was announced last week. The younger Lindsley succeeds Ray Linton, who leaves April 1, after a year and a half with the station. The new KFBI manager has been public relations director of the insurance company. Mr. Linton, it was learned, plans to return to Chicago where he was station representative before joining KFBI.

Speigel's to Use 60

SPEIGEL'S, Chicago mail order house, is planning to use 60 stations in a 13-week campaign of announcements and programs promoting its fall catalogue. Promotion will get under way in mid-summer. J. L. Stewart Agency, Chicago, has the account.

New York Bank Spots

MANUFACTURERS TRUST Co., New York, on March 7 started a 26-week campaign on WJZ and WMCA, New York, using weekly transcribed announcements with sound effects on each station. Agency is McCann-Erickson, New York.

which station in the major cities is "Listened to Most" at night as revealed by the most comprehensive survey in the history of Radio?

"Pause for station identification:"

KSD

IN ST. LOUIS
70%
"Listen Most" to KSD — the Leading Night-Time Station.

IN CLEVELAND
69%
"Listen Most" to the Leading Night-Time Station.

IN DETROIT
63%
"Listen Most" to the Leading Night-Time Station.

IN PITTSBURGH
55%
"Listen Most" to the Leading Night-Time Station.

IN CHICAGO
54%
"Listen Most" to the Leading Night-Time Station.

IN PHILADELPHIA
52%
"Listen Most" to the Leading Night-Time Station.

Now, pause to consider these facts. NBC's survey, "A Tale of 412 Cities", established these two conclusive *firsts* for KSD:

First in St. Louis! *KSD was named by 70% of those who replied as the favorite night-time station.*

First Nationally! *No other radio station in any of the major markets (cities over 600,000) equalled this percentage dominance of the night-time listening audience. Percentages for the leading station in each of the twelve largest cities are detailed to the left and below.*

These two definitely established *firsts* rate KSD one of America's *first radio buys* for top night-time percentage of coverage of its city at lowest cost.

KSD

ST. LOUIS' DISTINGUISHED STATION

Owned and Operated by the **ST. LOUIS POST-DISPATCH**

Represented Nationally by Free and Peters

IN SAN FRANCISCO
51%
"Listen Most" to the Leading Night-Time Station.

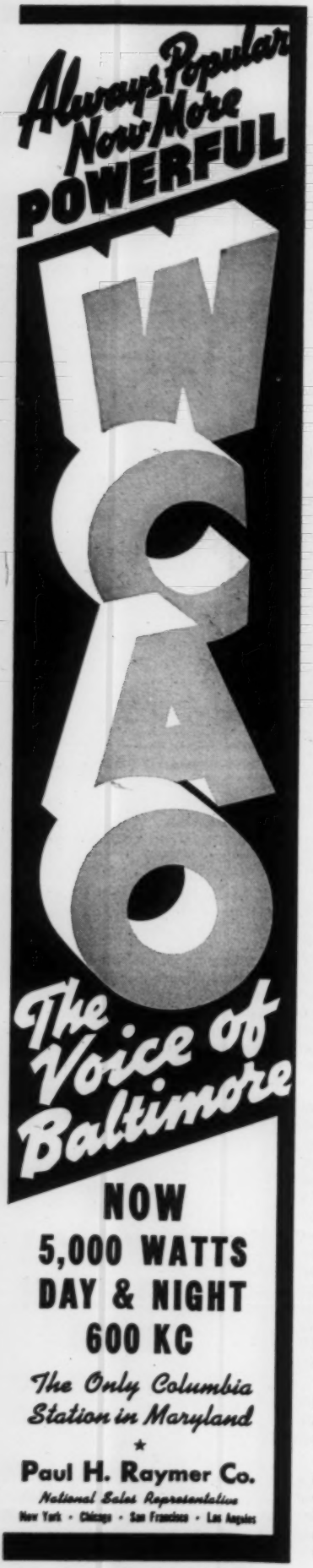
IN LOS ANGELES
50%
"Listen Most" to the Leading Night-Time Station.

IN BALTIMORE
50%
"Listen Most" to the Leading Night-Time Station.

IN WASHINGTON, D. C.
49%
"Listen Most" to the Leading Night-Time Station.

IN NEW YORK
35%
"Listen Most" to the Leading Night-Time Station.

IN BOSTON
33%
"Listen Most" to the Leading Night-Time Station.



War Activities of FCC Are Shown In Report Covering Last Fiscal Year

CALLING communications the "nerve system" of the nation at war, just as land, sea and air transport constitute the "life blood", the FCC devoted the bulk of its Eighth Annual Report, covering the fiscal year ended June 30, 1942, to its participation in the war effort. The report was released last Friday over the signature of FCC-BWC Chairman James Lawrence Fly. The report was devoid of legislative recommendations.

"Since July 1, 1941 and even more intensively since Pearl Harbor, the conversion of Commission activities to a war footing has been its chief task," said the report.

Busy With the War

Certain Commission activities which developed after the close of the fiscal year, in connection with war activities, were included to provide "as nearly as possible a current picture". Full attention of the Commission is now devoted to overall war activity, the report emphasized.

The largest single activity of the Commission—its Radio Intelligence Division — was dealt with at length. This division, headed by Assistant Chief Engineer George E. Sterling, monitors the ether throughout the United States, its territories and possessions, and maintains outposts to cover enemy, illegal and unlicensed radio transmissions.

Attention also was given to Foreign Broadcast Intelligence Service, created in March 1941, to keep the Government informed about the contents of foreign broadcasts. It said this unit was created as a result of a suggestion from the State Department to the BWC. It was described as a war agency, operating exclusively as a service to the Federal agencies and the United Nations. In all, the report said, about 1,650,000 words are intercepted daily.

Also described in the preface were the functions of the Board of War Communications, which began operation as the Defense Communications Board in 1940. It was created by executive order and reports to the President through the Office of Emergency Management. Its membership is made up of Chairman Fly and of the chief communications officers of the Army and Navy, the Assistant Secretary of State in charge of international communications, and the Assistant Secretary of the Treasury in charge of enforcement activities.

Other war activities of the FCC likewise were outlined, but with no detail, presumably because of wartime restrictions.

At the end of the fiscal year the Commission had 2,108 employes, of whom 511 were regular employes in Washington, 531 were in national defense work in Washington, 222 in regular work in the field, and 844 on the national defense payroll in the field.

For the fiscal year 1942, the Commission was appropriated $2,315,229 for its regular activities, $3,316,195 for its national defense activities, and $24,500 for printing and binding, a total of $5,655,924. This compares with $7,609,000 for the Commission authorized by the House but still awaiting Senate approval, for the fiscal year beginning next July 1.

In that portion of its report (mimeographed for the first time pursuant to Bureau of the Budget requirements) devoted to general operation, the Commission also covered legislation at the last session and litigation.

The Commission cited particularly its April 27 freeze order on broadcast construction, the North American Regional Broadcasting Agreement which became effective March 29, 1941 and the status, at the end of the fiscal year, of its various policy inquiries, covering such matters as chain-broadcasting regulations, newspaper-radio inquiry, foreign language programs, and other modifications of rules and regulations.

Vital statistics for the fiscal year showed a total of 897 standard broadcast stations operating or under construction on June 30, 1941, with 34 stations authorized and six deleted during the fiscal year, making a net increase of 28 stations for the period.

Use of more complex directional antennas to minimize interference made it possible for many stations to increase nighttime power to the maximum allowable and increased Commission time in studying technical proposals. Approximately 25% of the stations in existence on June 30, 1941 used directional antennas. Approximately 27.6% operated as authorized on June 30, 1942 using directional.

Newspaper Inquiry

Apropos its freeze order, the Commission said there is definitely a shortage of much of the critical material and equipment necessary to maintain stations, particularly large transmitting tubes. Its engineering department has cooperated with broadcasters and the war agencies to work out a plan to use all surplus material and equipment to afford the industry as a whole every possible means of maintaining operations. Considerable study has been devoted to means of prolonging life expectancy of consumer materials, it was said.

Two brief sentences were devoted to the highly-controverted newspaper-radio inquiry. "During the fiscal year the Commission held hearings on the joint control of newspapers and broadcasting stations, pursuant to Order No. 79," said the report. "The record has not been closed and no action has been taken."

About the same amount of space was devoted to the chain-monopoly regulations, with the Commission noting that the three-judge court in New York had "found for the Commission" and that the matter now is on appeal in the Supreme Court.

Concerning foreign language programs, the Commission cited the attention given such operation in the war effort. "Surveys are being made of program service, personnel, community background, and general operations of foreign language stations," it said.

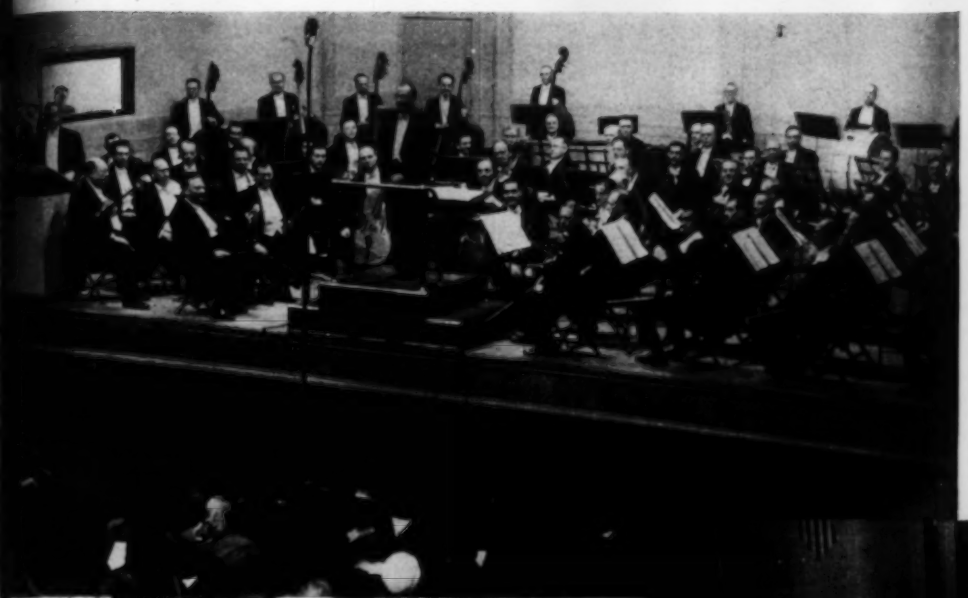
Non-standard broadcast operations covered cited the Commission's war policy of limiting grants and authorizations pursuant to the freeze order. It stated that in both FM and television, further expansion service "is unlikely until after the war," in the light of curtailment of new authorizations and stoppage of receiver production.

In the FM field, the Commission cited that on July 1, 1942 55 construction permits for commercial FM were outstanding and five licenses had been granted. During the year 20 construction permits were granted prior to adoption of the freeze order and eight authorizations were deleted, the latter generally because of inability to obtain equipment. Due to this difficulty, a considerable number of stations were operating under special temporary authorizations.

Apropos facsimile, the Commission said interest in this service "continued to lag" at the close of the fiscal year, with only four stations licensed—the same as the previous year.

The Commission handled a total of 5,765 broadcast applications during the fiscal year covering all activities in the field. It granted 4,357 of them.

MARITAL QUIZ program, *Better Half*, heard on WOR, New York, Wednesday, 8:30-9 p.m., gains a sponsor as Murray Herman, president of Consolidated Razor Blade Co., Jersey City, signs the contract [BROADCASTING, March 1]. Participating are (l to r): Herman; Arthur Ross, comptreasurer; H. Malcolm Stuart, WOR account executive; R. Maddux, WOR vice-president in charge of sales; Ralph Weinberg, vice-president of Grey Adv., New York, agency in charge.

Three Examples of Wartime Activity at Station WWJ—Detroit

The Detroit Orchestra . . .

Seventy of the country's outstanding musicians, directed by Victor Kolar, present a full hour of the world's finest music each Sunday from 6:00 to 7:00 P. M. in the interest of War Bond promotion.

Service Stars— *With "Ty" Tyson . . .*

Ty Tyson, Detroit's most popular radio personality, goes into homes with portable recording equipment and talks with parents of boys in the services. Interviewees receive $5.00 in War Stamps.

Furlough Frolic— *for Service Men . . . . .*

Paul Leash and his 18-piece orchestra with vocals by Jane Fulton and Lee Edwards entertain service men each Saturday afternoon from the USO Building in downtown Detroit.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC BASIC NETWORK

ASSOCIATE STATION W45D—F. M.

ENGINEERS! OPERATORS! TECHNICIANS!

CHECK HERE!

. . . if you want a *BETTER* RADIO JOB

The lack of technical ability is the only thing that stands between you and a better job—

CREI can prepare you NOW with just the training you need!

Are you finding yourself in a routine job—a job that any other man can handle just as well as you? Today, radio JOBS are *many*—but radio CAREERS are *few!* Now is the opportune time for *you* to equip yourself with the necessary *technical training* to qualify you for an *important* engineering position with a lasting future in the field of broadcasting and industrial electronics.

NOW when industry *needs* men is the time for you to investigate radio career training. Your radio experience backed by modern CREI technical training will equip you to share in the good-paying jobs that await trained men. CREI home study courses are prepared for *experienced radiomen* who realize the *necessity* of CREI training if they are to rise above the routine jobs to make good in the important positions that lead to security and happiness!

If you have had professional radio engineering experience and want to make more money — let us prove to you we have something you need to qualify for a better radio job. *To help us intelligently answer your inquiry—please state briefly your background of experience, education and present position.*

● WRITE FOR FREE BOOKLET

CREI STUDENTS AND GRADUATES

The CREI Placement Bureau is flooded with requests for CREI trained radiomen. Employers in all branches of radio want trained men. Your government wants every man to perform his job, or be placed in a job, that will allow him to work at maximum productivity. *If you are or will be in need of re-employment* write your CREI Placement Bureau at once.

CAPITOL RADIO ENGINEERING INSTITUTE

E. H. RIETZKE, *President*

Home Study Courses in Practical Radio Engineering for Professional Self-Improvement

Dept. B-3, 3224-16th Street, N. W.
WASHINGTON, D. C.

Contractors to the U. S. Signal Corps—U. S. Coast Guard. Producers of Well-trained Technical Radiomen for Industry

American Business Leads in Radio's War Contributions, Says Mark Woods

AMERICAN business is credited with a large share of radio's war contributions in a statement issued last week by Mark Woods, president of the BLUE Network, in connection with the announcement that during the period of Jan. 1 through Feb. 15 of this year the BLUE broadcast more than 160 network hours of programs devoted exclusively to the war effort. Of this total, 39 hours was commercially sponsored time directly paid for by national advertisers.

Mr. Woods

The remainder, 124 hours of sustaining time, is the contribution of the network itself, but Mr. Woods pointed out that "under the American system of broadcasting, in which there is no license fee on receiving sets nor a tax on listening, American business organizations, through the medium of advertising, make this vast contribution possible.

Morale Programs Not Included

"American radio has been given recognition and great credit for the part it has played and is playing in aiding in the prosecution of the war," he continued. "It is only too easy to forget the men and women and the organizations they represent who are in reality 'the men behind the man behind the gun'."

The figures cited do not include any programs which might be helpful to the war effort as affording relaxation or building morale among the armed forces or war workers, but cover only those broadcasts devoted solely to war messages. Time given individually by BLUE affiliated stations, such as the more than 18 hours of war effort programs on WJZ, New York, during the period studied, also is excluded from the total.

Mr. Woods stressed two points: Much of the fine talent on the air is sponsored by companies whose plants are converted to war production and who have no products to sell to the public. Also, it is the revenue derived from this commercially sponsored time (approximately 22% of the BLUE's total broadcast time) which enables the network to present war effort programs on its sustaining time.

Private Business Gets Credit

"The Fred Allens, Jack Bennys and Ed 'Archie' Gardners," he pointed out, "are the result of thinking, programming and expenditures by commercial clients. The network and the station are the media through which these morale builders are presented to a war working public. Never before, in any war, has private industry been given such an opportunity to do its share.

"No broadcaster and no group of broadcasters, on their own initiative, could afford to take over this highly important phase of war activity. When programs such as the *Victory Parade of Spotlight Bands* travels hundreds of thousands of miles to entertain soldiers, sailors, marines and war workers, it is the result of planning and expenditures by private business. American broadcasting can be proud of the fact that it can cooperate in this great campaign carried on at its own expense and on its own initiative by American business."

Other War Aids

Mr. Woods' tribute to the war contributions of American advertisers points up the fact that while more than 100 American companies have been awarded the Army-Navy E for manufacturing contributions to the nation's war effort, little recognition has been given to the equally important psychological and educational contributions to the Government war program which American business and industry has made through its advertising.

Subject was discussed at a recent meeting of network executives with Chester J. LaRoche, chairman of the Advertising Council, and Frederic R. Gamble, managing director, American Assn. of Advertising Agencies. NBC was represented by its vice-president and general manager, Frank E. Mullen; CBS by Paul Hollister, vice-president in charge of advertising and promotion; MBS by President Miller McClintock, and the BLUE by Earl Mullin, publicity director.

Group agreed on the importance of the commercially sponsored programs, with their established audiences, in presenting Government war messages to the public and that the success of the OWI radio allocation plan is really based on the donations of time and talent by the sponsors of these programs. They also agreed on the necessity for telling both business and the public that radio's advertisers, as well as the stations and networks, have gone to war. A number of methods for putting across this message were discussed and the meeting decided that each network would do the job in its own way.

District 3 Meeting

TO ELECT a director for the term starting with the next NAB convention scheduled this spring, Isaac D. Levy, director of District 3 (Delaware, Pennsylvania and Maryland), has called a meeting in Philadelphia March 22 at the Benjamin Frankin Hotel. Mr. Levy is part owner of WCAU, Philadelphia.

RCA Expected to Pick New Advertising Agency

RCA's announcement of a new advertising agency, awaited since last December when it became known that Lord & Thomas would not continue to handle the account, may be forthcoming shortly. Last week Horton Heath, RCA director of publicity and advertising; Henry C. Bonfig, commercial vice-president of RCA Mfg. Co., and T. F. Joyce, RCA Mfg. Co., vice-president in charge of advertising and sales promotion, completed their inspection of facilities of agencies that have made presentations to RCA.

Foote, Cone & Belding, which took over Lord & Thomas accounts Jan. 1, will continue to handle the advertising of NBC and the BLUE, network companies wholly owned by RCA. Other RCA subsidiaries, however, including the RCA-Victor division of RCA Mfg. Co., are expected to go to a new agency.

Dimout Warnings

COOPERATING with Mayor LaGuardia of New York to halt dimout casualties, New York Radio Committee members have agreed to broadcast daily announcements urging pedestrians to wear white articles of clothing and motorists to drive slowly. Morris Novik, director of the city's municipal station, WNYC, secures each day the number killed and injured in traffic accidents the previous night and transmits this information to NYRC and other cooperating stations via press service teletypes.

Fibber's OWI Series

TO RELAY home town news to service men abroad, Jim and Marian Jordan, who portrays *Fibber McGee & Molly*, have started a new transcribed quarter-hour series titled *Headlines From Home*, under auspices of the OWI. Transcriptions, including actual items collected from home town newspapers, are shipped weekly to the AEF. Don Quinn is writer, with Harlow Wilcox, announcer. *Fibber McGee & Molly* is sponsored on NBC by S. C. Johnson & Sons.

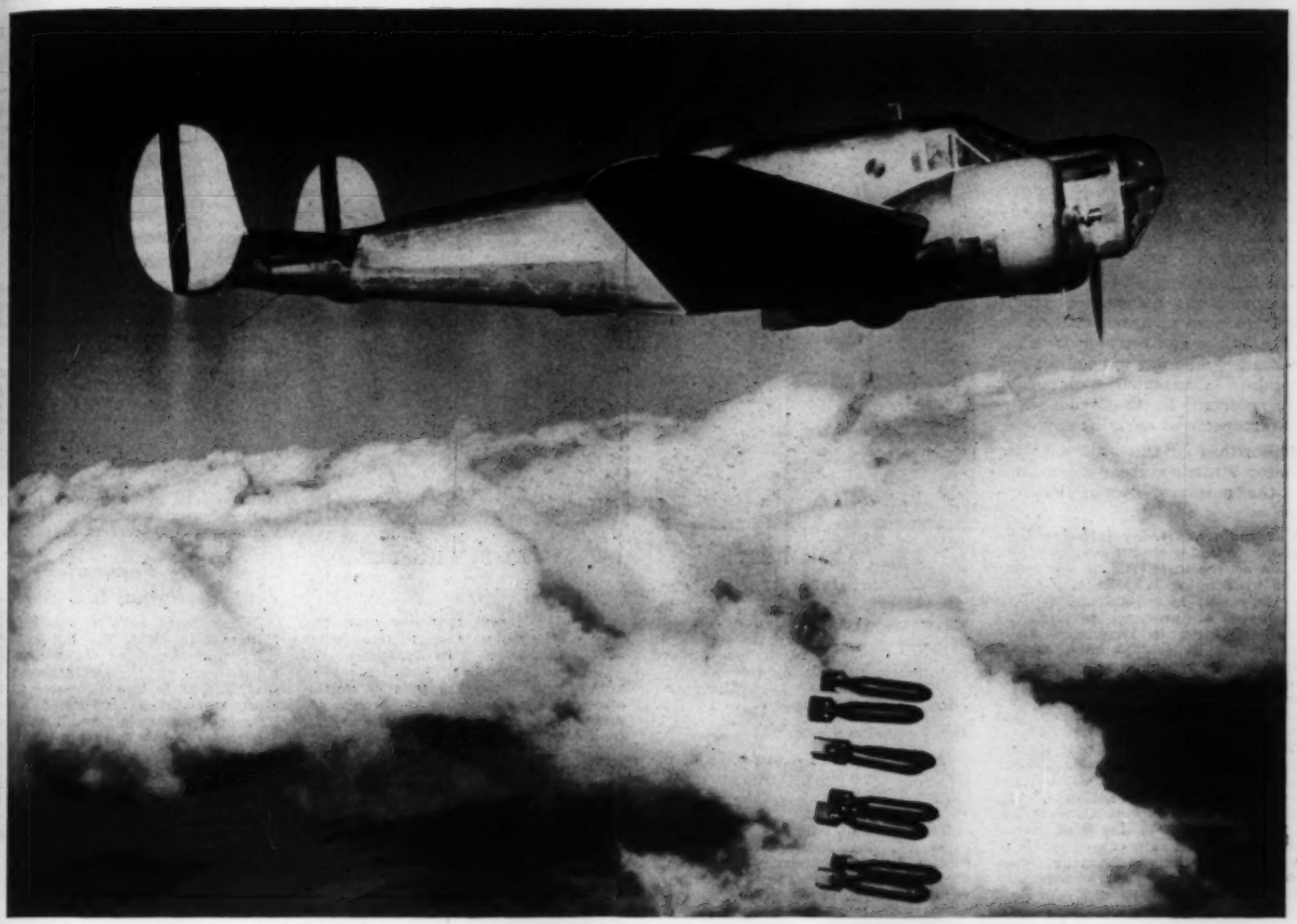
New Evening Highs

RADIO's evening "Available Audience" made new highs in every month but one in 1942, compared to 1941, and continues to break records in 1943, according to C. E. Hooper Inc. in conjunction with the Feb. 28 Evening Ratings Report. In each of four years covered by the Hooper Available Audience Index, the "per cent at home and awake" reached its high for the year in January.

Film Series Expands

TO PROMOTE its first technicolor film, "The Desperados," Columbia Pictures Corp., New York, using transcribed announcements, last week started a spot campaign which will extend to several key cities. At the same time the company is drawing up a schedule of news programs in 40 or 50 markets for another movie, "The More The Merrier," to be released sometime in April or May. Agency is Weiss & Geller, New York.

XUM



Smart Advertisers have found a

BOMB SIGHT TO HIT BALTIMORE!

Near misses don't count in radio. National and local advertisers are learning that. In Maryland they've discovered that WFBR covers the vital Baltimore market as effectively as some of the recently introduced Allied "Block Busting" Bombs. You hit the target you aim at!

And when you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

RADIO STATION **WFBR** BALTIMORE

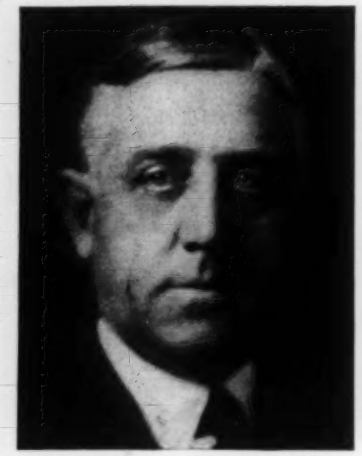
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

EXPLANATION OF WHITE-WHEELER RADIO BILL

DETAILED explanation, section by section, of the purposes and provisions of the White-Wheeler Bill (S-814) to rewrite the Communications Act and reorganize the FCC, was given the Senate last Tuesday by Senator White (R-Maine) in introducing the measure.

The bill, a composite of measures for revision of the Communications Act introduced at previous sessions by Mr. White and Senator Wheeler (D-Mont.), who is chairman of the Interstate Commerce Committee, was referred to that committee with prospects of early hearings.

Following is the full text of Senator White's statement explaining the measure, section by section:



SENATOR WHITE

SENATOR WHEELER

Co-authors of New Radio Legislation

The radio bill today introduced by Senator Wheeler and Senator White has its source in S-1268, a bill introduced by Senator Wheeler in a previous Congress; in S-1806 and S-1520, introduced in previous sessions by Senator White; in recommendations made to the Federal Communications Bar Assn. by a committee thereof; in court decisions; and in recommendations found in the Report of the Attorney General's Committee on Administrative Procedure.

This measure should not be regarded as a general revision of our Communications Act of 1934, but the changes in the organization of the Federal Communications Commission, in its procedure, in the sections of present law with respect to appeals to the courts, in the efforts made to assure equality of right and opportunity among those who utilize radio for public discussion, in the attempt to further provide against censorship and in the authorization of declaratory judgments, make this bill of supreme importance and justify its study and approval in substantially its present form by the present Congress.

Various Sections of Bill Are Explained

There follows an explanation of the sections of the bill.

SECTION 1

This section defines the terms "license", "station license", or "radio station license" appearing throughout the act as that instrument of authorization required by the act or the Commission's rules and regulations for the use or operation of radio apparatus. This definition is made necessary because of a recent tendency upon the part of the Commission to treat what are in fact licenses as instruments of a different character and lesser import, thereby making possible avoidance of compliance with procedural and appellate provisions of the act intended as safeguards against arbitrary administrative action, provisions necessary to be respected if orderly procedure is to be had. This broad definition of the term "license" tends to insure that result.

SECTIONS 2 AND 3

Sections 2 and 3 basically change the administrative set-up and functions of the Commission. They can be summarized as the separation of the Commission of seven members into two statutory divisions of three members each and a clarification of the status and functions of the Chairman of the Commission.

Jurisdiction to Hear and Decide Cases

Under this plan the whole Commission would have power and authority to adopt and promulgate any rule or regulation of general application required or authorized by the act, including procedural rules and regulations for the Commission and each division. The whole Commission would have plenary authority over amateur services, emergency services, the qualification and licensing of operators, the selection and control of personnel, the assignment of bands of frequencies to the various radio services and many other subjects and services as at present. But the present judicial and quasi-judicial functions of the Commission would be vested in the proposed division insofar as those functions relate to the most important and controversial subjects within the present jurisdiction of the Commission.

Jurisdiction to hear and determine all cases arising under the act or regulations, relating to broadcast, television, facsimile, and kindred communications intended for public reception is vested in the Division of Public Communications. Similar jurisdiction with respect to common carriers and communications intended for a designated addressee is vested in the Division of Private Communications. This plan not only recognizes the basic and fundamental differences between the two types of communications involved and the nature of the questions presented by each, but it also provides a method for obtaining proper consideration of those cases by persons who will be able to devote their time and attention to the questions committed to them without undue interruption or interference occasioned by the demands of basically different problems.

Under the plan proposed, the status of the chairman would be that of an executive officer and coordinator participating fully in all matters within the jurisdiction of the Commission except the determination and decision of contested matters which are made the exclusive business of the divisions. Experience has amply demonstrated that the chairman cannot be expected to devote the time and attention necessary to the proper handling and disposition of these matters and also efficiently to discharge the many other duties which are unavoidably his under the act. As to these other duties, an attempt has also been made to clarify the status of the chairman and to make him, and him only, the official spokesman and representative of the Commission in certain important respects.

Mandatory Separation Under Original Bill

When the present act was before the Congress in 1934, the bill passed by the Senate provided for a mandatory separation of the Commission into divisions as is now proposed but this plan was later abandoned and the present Commission has been operating under a law which permitted but did not require it to organize itself into divisions.

In recent years, the division plan has been entirely abandoned by the Commission and it seems certain that such abandonment has operated to the detriment of orderly procedure and to wise administration and regulation. We believe students of our legislation are thoroughly convinced of the wisdom of the mandatory division plan for at least two important reasons.

They recognize that there are fundamental differences in the two classes of communications above referred to; that rate making and public utility concepts are the very essence of private communications but have little, if any, application to communications with the public directly; that there has been a tendency upon the part of the Commission to confuse the two and to apply the same concepts and philosophies in the regulation of the two.

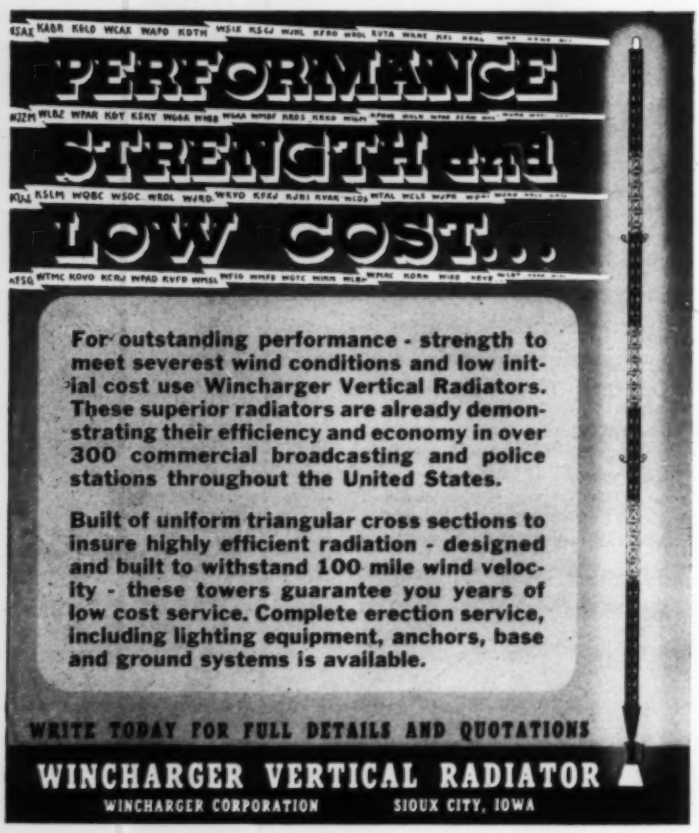
This must be avoided. In the second place, it is apparent that the subject of public or mass communications and the problem incident to the regulation thereof are so interesting and attractive that they draw public attention; that on the other hand, there is very little of news value or opportunity for publicity in the regulation of common carriers and this has had the result of centering the attention of the Commission and its personnel almost exclusively on broadcasting and related problems and of preventing the giving of sufficient attention to equally important problems relating to private communications.

Commissioners Would Have Better Knowledge

The changes proposed in these two sections would bring about a much needed and desired separation of the judicial and legislative functions of the Commission; would contribute to a sounder knowledge on the part of the commissioners of the communication problems committed to them; would make for orderly procedure and harmony of decision; and would speed up the disposition of cases before the Commission and the divisions thereof.

The last paragraph of section 3 gives definite authority to the Commission or to either division to assign

(*Continued on page 20*)


PERFORMANCE
STRENGTH and
LOW COST...
For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.
Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.
WRITE TODAY FOR FULL DETAILS AND QUOTATIONS
WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION SIOUX CITY, IOWA

BUY WGBI

TRY THIS FOR SIZE!

It's the Scranton Audience...
built by WGBI...measured by Hooper!

You don't often find a HOOPER INDEX of 64.3 anywhere, but that's the WGBI morning rating in Scranton . . . the hub of AMERICA'S 19th MARKET! *And that's the low!* In the evening that rating climbs to 65.1 . . . IN THE AFTERNOON IT'S A WHOPPING 73.7!

And remember, as big as it is, Scranton is only part of the 625,581 spenders WGBI influences in SCRANTON—WILKES-BARRE . . . a big, prosperous metropolitan area. As an advertiser, you don't dare depend on other stations . . . all of them together are hardly a whisper in this major market that deserves a shout. That's why most advertisers RELY on WGBI. Ask your John Blair man!

(Figures from Hooper Station Listening Index—Nov.-Dec., 1942)

SCRANTON **WGBI** PENNSYLVANIA

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT

FRANK MEGARGEE, *President*

JOHN BLAIR & COMPANY
National Representatives

NORTH CAROLINA
is the
SOUTH'S No.1
AGRICULTURAL
STATE

CASH INCOME and GOV'T PAYMENTS
Source: Department of Agriculture, 1940

NORTH CAROLINA
$221.8 MILLIONS

AVERAGE OF
NINE OTHER
SOUTHERN STATES
133.3 MILLIONS

WPTF
with 50,000 Watts
in RALEIGH is
NORTH CAROLINA'S
No.1
SALESMAN
NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

or refer to an individual commissioner or to a board composed of an employee or employees, any portion of its work, business, or functions but with an assured right of review by the Commission or the appropriate division. This obviates the necessity for full Commission or division action in cases where this is not believed necessary. It should result in speedier consideration and decision.

SECTIONS 4 AND 5

These sections propose certain amendments to the procedural sections of the present act (secs. 308 and 309). These amendments are made necessary by the restrictive character of the language now employed and by the disposition of the Commission to give that language an extremely literal rather than a broad interpretation. The result has been to deprive applicants for certain types of licenses of the right to be heard before their applications are denied and also to deprive persons who are adversely affected by the action of the Commission in granting the application of others, of an opportunity to be heard before the Commission.

Written Applications Would Be Required

The first amendment to section 308 will make it clear that all instruments of authorization granted by the Commission entitling the holders to construct or operate radio apparatus should in general be the subject of a written application. The next amendment adding new language to paragraph (a) of section 308 authorizes in emergencies or in time of war the issuance of construction permits of stations or the operation of radio apparatus during the emergency or war without the filing of a formal application.

The amendments to section 309 make it clear that any person filing an application described in section 309 is entitled as a matter of right to have his application handled in a definite procedural way. This is not assured under present practice of the Commission.

The procedure to be followed in the handling of applications is that which was successfully followed by the Commission for a considerable period of time pursuant to rules and regulations enacted by it, but which method was recently abandoned apparently upon the theory that the Commission was according to applicants and others in interest greater rights than those which the act guaranteed to them. Since the right to notice and hearing is the very essence of orderly procedure, amendments to the act which leave no doubt that such right is secured are absolutely imperative. The amendments proposed would assure this result.

SECTION 6

This section proposes a redraft of the transfer section of the present act (section 310 (b)). As now drafted, this section in terms relates only to station licenses and does not apply to construction permits or other instruments of authorization which the Commission may issue under its rules and regulations. The redraft would remedy this deficiency. The present transfer section is also silent concerning the procedure to be employed by the Commission in passing upon such applications and the proposed amendment would remedy this defect by providing that transfer applications be handled in the same manner and in accordance with the same procedure employed in the handling of applications for original instruments of authorization.

Aside from these questions of procedure, the decisions of the Commission relating to transfer applications have given rise to the theory that the proposed transferee of a station license may be subjected to conditions not required of an applicant for an original license. This is believed to be unw[arranted] and has been due, at least in part, to the fact that the statutory stand[ard] employed in the present transfer s[ection] differs slightly in phraseo[logy] from that used elsewhere in the act.

By providing for the use of the s[ame] statutory standard in the propo[sed] amendment and by the use of c[er]tain clarifying language, it is believed t[hat] this cause for controversy will be eliminated. Language is included to make the paragraph apply not only to the instrument which may be the s[ub]ject of assignment, but to any ri[ght] the holder of the license may have by virtue of his license.

SECTION 7

This section proposes amendm[ents] to section 315 of the present act re[lat]ing to the use of broadcast facili[ties] by candidates for public office. T[he] amendments proposed are the deletion of the proviso clause now appearing in that section which provides that a licensee shall have no power of cens[or]ship over the material broadcast und[er] the provisions of this section and [the] substitution therefor of clearer lan[gu]age to the same purpose found in [the] proposed new section 330. This pres[ent] proviso has been the source of much uncertainty and controversy. We believe the change urged clarifies and enforces the congressional intent.

SECTION 8

Section 8 of the bill proposes a new sentence as an amendment to section 326 of the present act, which codifies an interpretation placed upon the act by the Supreme Court of the United States in the case of the *Federal Communications Commission* v. *Sanders Brothers Radio Station*, decided March 25, 1940. In this case the Supreme Court said:

Supreme Court Ruling In the Sanders Case

"But the act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of the programs of business management or of policy. In short, the broadcasting field is open to anyone provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel."

Notwithstanding this pronouncement of the Supreme Court, notwithstanding the fact that no language can be found in the act which confers any right upon the Commission to concern itself with the business phases of the operation of radio broadcast stations and notwithstanding the further fact that section 3 (h) of the act provides that a person engaged in radio broadcasting should not be regarded as a common carrier, the Commission has nevertheless concerned itself more and more with such matters. The cha[nge]

THERE'S NOT ANOTHER
LIKE IT!
WBIG
SALEM GREATER
DIRECT ROUTE TO AMERICA'S N[EXT]
The Travelers Broadcasting Service Corporation
Member of NBC and New E[ngland] Regional Network
Represented by WEED & CO.
New York Boston Chicago
Atlanta and Hollywood

XUM

made that the Commission is attempting to control both the character of source of program material and the contractual or other arrangements made by the licensee for the acquisition of such material.

The amendment proposed spells out in black and white what it is believed is not only the original intention of Congress but is its present intention, with respect to this subject, in the hope that confusion and controversy may be eliminated. The amendment preserves the prohibition now contained in the act against interference with the right of free speech and that against the utterance of obscene, indecent, or profane language by means of radio communication.

SECTION 9

This section of the bill proposes the addition of an entirely new section to the act (sec. 330), which will require the identification of the speaker in the case of broadcasts dealing with public or political questions either local, state, or national in their scope and application.

Ever since the enactment of the Radio Act of 1927, the law has carried a provision requiring that in the case of the commercial use of a station the person or organization sponsoring such broadcast be identified in connection with the broadcast. Such a provision is found in section 317 of the present act.

Avoiding Propaganda In Sustaining Programs

The proposed new section would merely carry the principle of identification further and make it obligatory in the discussion of political or public questions to make clear not only who the speaker is but whose views he expresses. It is unfortunately a fact that most propaganda by radio is found in sustaining programs or programs which have no commercial sponsor. The adoption of this new section would carry the salutary principle of identification into a field where it is much needed.

SECTION 10

Section 10 of the bill proposes the inclusion of a new section (sec. 331) the effect of which would be to require the licensee of any station to afford a right of reply where public officers, other than the President of the United States, use his station for the discussion of public or political questions. This right of reply is to be exercised by the accredited representatives of the opposition political party or parties, and is to be afforded upon the same terms and conditions as the original discussion. This substantially enlarges the scope of section 315 of the present act. The subject matter of this proposed section merits immediate consideration.

SECTION 11

Section 11 of the bill proposes the addition of another new section (sec. 332), the effect of which would be to clarify the duties and responsibilities of a licensee where his station is used by a candidate for public office or by public officers or others for the discussion of public or political questions. The no-censorship clause of section 315 of the present act does not adequately define the duties of a licensee under such circumstances.

Political Trend of Script Not to Be Altered

The proposed new section (sec. 332) affords the licensee an opportunity to examine the material to be broadcast before its intended use and to delete therefrom any material which is slanderous or libelous or which the licensee may have reason to believe would subject him or his station to any action for damages or to the penalty or forfeiture under any local, state, or Federal law or regulation. The section specifically provides that no licensee of any broadcast station shall have the power to censor, alter, or in any way affect or control the political or partisan trend of any material submitted by a candidate for public office or by public officers or others discussing public and political questions. With the exception of material which might subject the licensee to damages or penalties or material which is submitted for broadcast by or upon behalf of any person or organization which advocates the overthrow of government by force or violence, the licensee has no control over the subject matter of any broadcast.

SECTION 12

Section 12 is designed to clarify provisions of existing law relative to proceedings to enforce or set aside orders of the Commission and in appeals from decisions of the Commission. The present law upon this subject is now found in section 402 of the act.

Paragraph (a) of section 402 of the pending bill deals with actions to enforce or set aside orders of the Commission except those appealable under paragraph (b) of that section. More specifically, paragraph (a) of this section as it now stands relates to those orders of the Commission entered in matters involving common carriers and certain other orders relating to radio broadcast stations not now appealable to the United States Court of Appeals for the District of Columbia under paragraph (b) of section 402. Under the proposed amendment, all orders entered by the Commission in the performance of its licensing functions would be appealable under paragraph (b) and would not be brought before a statutory three-judge district court. Moreover, suits brought before a statutory three-judge court to enjoin the enforcement of an order of the Commission could be brought in the District Court of the District of Columbia as well as in other judicial districts.

The principal changes proposed in paragraph (b) of section 402 can be summarized as follows: (1) Persons desiring to appeal from orders of the Commission entered in all cases where the Commission exercises its licensing

WELCOMING William J. Dunn, CBS chief of Far Eastern staff who has returned to New York for a vacation after a year in Sydney, Australia, CBS was host at luncheon attended by executives of the network and newspapermen. Among those at the speakers table were (l to r) Leo Fitzpatrick, executive vice-president and general manager of WJR, Detroit CBS affiliate; Dr. Frank Stanton, CBS vice-president; Mr. Dunn; Paul White, CBS director of public events and special features.

We'll get your message across!

Under war's impact, advertising procedures are shifting fast. New methods, new media must be found.

WSIX offers its full facilities to advertisers seeking adequate representation in the rich Nashville area. We shall be glad to furnish proof that this station has what it takes to do the job.

Member Station
The Blue Network and
Mutual Broadcasting System
SPOT SALES, Inc.
National Representatives

5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES

functions, must appeal to the United States Court of Appeals for the District of Columbia; (2) language is adopted which will remove doubt as to which cases are appealable and which will extend the right of appeal to persons which should have such right but which have been excluded due to imperfections in the present act; (3) the time in which an appeal must be taken is made 30 rather than 20 days, as at present, and the contents of the notice of appeal are specified with particularity along the lines now provided by the rules of the United States Court of Appeals for the District of Columbia; (4) jurisdiction is expressly conferred upon the court to which an appeal is taken to grant temporary relief either affirmative or negative in character; (5) the court is given authority to specify by rule what the record upon appeal shall contain; (6) the questions which can be raised upon appeal and which the court must consider in determining an appeal are specifically enumerated; and (7) the Commission will be required to comply with the mandate or decision of the court upon the basis of the record upon which an appeal is taken unless the court upon petition shall otherwise determine. Other provisions of the present act relating to the right of persons to intervene in an appeal are retained.

Deemed Vital to Adequate Judicial Review

All of these changes are, in our opinion, not only desirable but necessary if adequate judicial review of the Commission's exercise of its licensing function is to be made effective. Present language of section 402, and particularly paragraph (b) thereof, is so vague as to result in great doubt concerning the proper court in which to seek judicial review in many cases. Moreover, recent decisions of the United States Court of Appeals for the District of Columbia and of the Supreme Court of the United States are such as to cast further doubt upon the meaning and application of these provisions.

CROSSING HANDS with L. C. Johnson, manager of WHBF, Rock Island, Ill., are two former staff members now on duty with the Navy. Visitors are Millicent Polley, former women's director, now seaman, 2nd class, in the WAVES, and Lt. (s.g.) Charles Volger, WHBF announcer on leave from a light cruiser on which he has served for more than two years.

Generally speaking, the same considerations which controlled the Attorney General's committee on administrative procedure in the making of its recommendations concerning judicial review of the decisions and orders of other administrative tribunals have prompted the amendments to section 402 here proposed. But we have gone further in certain respects than the Attorney General's committee and have attempted to adapt the theory of that report to the peculiar problems incident to the licensing of radio stations and the review of decisions and orders of the Commission in licensing such stations.

An important instance of an adaptation peculiar to the subject matter has to do with judicial review of actions instituted by the Commission against the holder of a license.

No Certiorari Granted Individual Litigant

It is unfortunately the fact that since the organization of the Federal Radio Commission in 1927 certiorari has not been granted by the Supreme Court in any case upon the application of an individual litigant, while on the other hand only one such request for review has been denied when made by the Commission. From 1927 to 1942 the Supreme Court granted a review in seven cases upon petition by this governmental agency and denied only one; it granted no review in behalf of a private litigant, although many were requested. Obviously the road to the Supreme Court for persons unsuccessful before the Court of Appeals is a one-way street.

We have attempted to deal with this situation and subject in such a way as to insure review by the Supreme Court in a limited but most important class of cases, namely those cases in which the Commission on its own motion proceeds against the holder of an existing license. This is by a provision which would make Supreme Court review in this class of cases obligatory upon the Court rather than optional with it. Such a provision is not unique or without precedent. In other important classes of cases it has been in effect and it should be adopted here if judicial review of Commission action is to be a meaningful rather than an empty term.

SECTION 13

Section 13 of the bill provides for such changes in section 405 of the present law relating to the subject of rehearings as are necessary to conform to the changes in the administrative organization of the Commission proposed in sections 2 and 3 of the bill. Further provision is made for delaying the effective date of any decision, order or requirement made in any case which is the subject of petition for rehearing until after final decision upon such petition.

Eliminating Doubt on Rehearing Petitions

An attempt has also been made to eliminate doubt now prevalent concerning when his petition for rehearing must be filed before judicial review of the Commission's order can be had. Under the provisions of the amendment proposed, the petition for rehearing will not be a condition precedent to judicial review except where the party seeking such review was not a party to the proceedings before the

Small World

RIDING on the bus to Huntington, Ind., the other day to marry Barbara Barnhart, known to listeners of WOWO, Fort Wayne, as Jane Weston, Sgt. Richard Ramsell had a portable radio and was listening to WOWO. When the announcer said that Jane Weston was being married that day, a woman passenger remarked, "I wonder who the man is." "Me," said Sgt. Ramsell, but he still feels the lady thought he was ribbing her.

More people listen most to WTAR in the fabulous Norfolk Market than to all other stations combined!
NORFOLK—Amazingly prosperous miracle market is a "must" for everyone who has goods to sell or a story to tell.
WTAR—So overwhelming a favorite that your message on WTAR reaches more listeners more often than if you used all the other stations in this great market combined, is naturally your "must" choice of media.
Write to us or to Edward Petry & Co. NOW for the complete story of this most popular Station dominating one of America's richest markets.
81% NITE
62% DAY
75%
50%
25%
0%
NBC
WTAR
790 K.C.
5,000 WATTS DAY & NIGHT
NBC NETWORK
13% NIGHT
10% DAY
NETWORK "A"
0% NIGHT
1% DAY
NETWORK "B"
5% NIGHT
14% DAY
NETWORK "C"
PERCENTAGES REPRESENT MOST LISTENING
as determined by NBC's 1942 Nationwide Survey of Listening Habits and Preferences
WTAR
NORFOLK VIRGINIA
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

Commission resulting in such order or where the party seeking such review relies upon questions of law or fact upon which the Commission has been afforded no opportunity to pass.

SECTION 14

Section 14 of the bill proposes an amendment to paragraph (a) of Section 409 of the present act which deals with the cases heard by less than a quorum of the Commission or either division thereof. The procedure employed by the Commission in cases of this character has led to a great deal of controversy and there has been a decided lack of uniformity both in the handling of such matters and the character of reports submitted by the hearing officer.

The proposed amendment requires not only the submission of a uniform type of report setting out in detail and with particularity all basic or evidentiary facts developed as a result of the evidence taken but also conclusions of fact and law upon each issue submitted for hearing. It further makes mandatory the hearing of oral argument by the Commission or the division having jurisdiction of any case upon request of any party before the entry of a final order. The Commission or division is also required to accompany any final order with a full statement in writing of all the relevant facts as well as conclusions of law upon those facts.

Provision Covering Declaratory Rulings

Here again an attempt has been made to conform to the recommendations of the report of the Attorney General's committee on administrative procedure, and these provisions, if enacted, would be wholly consistent with those recommendations or any legislation which may result therefrom.

SECTION 15

Section 15 authorizes the issuance of declaratory rulings respecting the rights and the legal relations of any person who is the holder of or applicant for a license or a construction permit.

It is proposed that whenever necessary to end a controversy or to remove substantial doubt and uncertainty as to the application of this act or of any regulation of the Commission to any such person, the Commission upon petition therefor, may hear and determine the matters and things in issue and may enter a judgment ruling, which shall have, in the absence of reversal after judicial proceeding, the same force and effect as a final order of the Commission and in the case of proceedings by the Commission having as their purpose the revocation, modification, or failure to renew or extend an existing permit or license, the Commission shall be required to entertain such petition for declaratory relief.

Provision is made for notice and hearing upon any such petition and for appeal to the Court of Appeals of the District.

This proposal provides a means by which applicants and licensees may have a judicial determination as to questions of vital importance to their business without putting in jeopardy their very business existence.

SECTION 16

Section 16 of the bill proposes the addition of an entirely new section. This section is designed to curb an alleged tendency upon the part of the Commission to discriminate in a manner not authorized by the statute between applicants for broadcast and other radio facilities and to require as a condition to grants made, the doing of acts which the Commission has no authority under the statute to require.

When the Congress enacts a law creating an administrative tribunal and defines its powers, duties, and functions, we consider it as fundamental that the authority conferred must be limited by the enabling act. Such a tribunal has and must exercise those powers which are specifically enumerated. In addition, it must exercise those powers which are necessarily incident to the exercise by it of those powers expressly enumerated. It is not, however, authorized or permitted to set itself up as a general legislative body making its own rules of conduct and decision wholly apart from and beyond the language of the statute. The tendency to do this, prevalent among virtually all administrative tribunals, has recently become very aggravated at the Commission. This, in our opinion, must be arrested by the enactment of specific legislation along the lines here suggested.

Million for Fiddle

JACK BENNY'S fiddle brought a $1,000,000 War Bond Pledge at a rally held recently at Gimbel Brothers department store in New York. The bond and fiddle buyer was Julius Klorfein, president of Garcia Grande Cigars, one-time spot advertiser and sponsor of the late Graham McNamee on the air. "I can't use it myself," he explained, "but the children will play it."

Pack-Irwin Satire

RICHARD PACK, publicity director of WOR, New York, and Theodore Irwin, associate editor of *Look* magazine, are co-authors of a satiric comedy about radio commentators and military experts. Entitled "Good Evening America", the play is being handled by the William Morris Agency, New York.

5 Reasons Why
You Should Buy WWVA

1 • POWER!
50,000 WATTS

2 • COVERAGE!
Over 5,000,000 people in primary area of Northern West Virginia, Eastern Ohio and Western Pennsylvania. Millions more in wide secondary area.

3 • RESULTS!
A big advertiser advises: "You are first in a list of 23 stations that carried our campaign." We are invariably among the top three stations.

4 • ECONOMY!
An agency writes: "Your response cost was 36% lower than our client anticipated."

5 • ATTENTION!
Every announcement and every program given that specialized handling you would give your business if you did the actual broadcasting yourself.

ASK A JOHN BLAIR MAN

WWVA
A FORT INDUSTRY STATION
WHEELING, W. VA

If it's a Fort Industry Station, you can Bank on it!

HOOPER* proves you profit on—

CBS WRBL COLUMBUS, GA.

Represented By SPOT SALES

*81.2 to 96.8% of Radio Listeners in Fall 1942 Survey.

U. S. Food and Victory Garden Drives Draw Heavy Contributions by Industry

BROADCAST stations, cooperating with OWI's Network Allocation Plan for six major food drives, have drawn praise from several Government officials.

"Radio stations generally have been quick to respond to the need for giving the public accurate information on our food supply," said Wallace Kadderly, chief of the Agriculture Dept. Radio Service. "They have taken rapid measures to help farmers meet their food production goals, to aid homemakers in wise purchase of available foods."

"The whole problem of food is very much in the mind of radio station officials," said Ernest Moore, chairman of the Agriculture Dept.'s Victory Garden Campaign. "They are anxious to help consumers understand the food situation and are alert to the need of the moment."

Three Drives Started

First three drives—farm production, point rationing and the overall food problem—have already started. A heavy campaign on all networks and many independent stations was to begin March 8 for Victory Gardens, with sponsors cooperating.

On March 22, a national program to recruit and train volunteer farm workers, especially part-time employes, will get under way and local drives to increase farm manpower will continue throughout the spring. The Government's drive for nutrition and food conservation begins March 29.

The radio campaign on point rationing, which has helped to prevent panic by an intelligent treatment of the food crisis, began Feb. 22 and runs through March 22. During this period practically all stations are carrying live or transcribed programs and announcements to explain the point system of rationing, how to shop wisely and how to budget points.

The Network Allocation Plan scheduled approximately 40 leading network evening and daytime programs weekly. Last week more than 860 stations carried a quarter-hour strip for five days. Fact sheets of shopping tips were furnished to local women's programs and commentators. Several top daytime serials were requested to work point rationing into their scripts as part of the plot.

During the second week of rationing, the four groups of stations will carry three one-minute announcements per day, to tell the public what to buy. Programs designed to appeal to homemakers will continue to interpret point rationing. The topic has been allocated to the networks' commercials also.

The fourth phase of the overall Food Campaign, scheduled to run March 8-28, is on behalf of Victory Gardens. During this week 40 network commercial and sustaining programs will plug Victory Gardens. Virtually every station, network and independent, will carry 12 to 16 one-minute announcements per day on war subjects. Approximately half of these stations are scheduled to carry 21 spot announcements on Victory Gardens. Some of the most popular programs will cover the subject.

All non-affiliate stations are expected to carry the announcements March 15-21. Two quarter-hour recorded dramatic programs interpreting the need for home, community and school gardens will be presented on more than 850 stations. The third week of the campaign about 38 network commercial and sustaining programs will come under the Network Allocation Plan. All stations will carry 21 spot announcements, three daily.

Praise for Stations

The *Farm & Home Hour* has been devoting a Monday quarter-hour to Victory Gardens, 12:45-1 p.m., since Feb. 8, under the direction of Mr. Moore. Approximately 100 stations air the program. Mr. Moore praised stations for their cooperation in the overall program. "In many instances radio stations have taken the initiative in the Victory Garden project, even before the Govt. has asked them to help," he said.

Typical of the enthusiastic response of local stations have been requests for bulletins and source material for special programs on WWSW, Pittsburgh (Marjorie McCann's *Women in Defense*), WSNY, Schenectady (Marie de Lorenzo's program for women) and programs on WCFL, Chicago.

KDKA, Pittsburgh, has been presenting a thrice-weekly series on gardens and WBBM, Chicago, airs a Sunday program. Advice to garden planters on WGN, Chicago, is given by Ben Markland, *Chicago Tribune* garden editor, and his guest gardening authorities Sunday mornings in the quarter-hour series, *Know Your Onions*.

Telling Solons

CUSTOM fell when the Texas Legislature invited Fulton Lewis jr., MBS commentator, to address a joint session, March 5. Leaders of both Houses agreed to waive the usual long weekend recess to hear Mr. Lewis, who visited the capital on a speaking tour.

A 10-minute program of music and gardening news, *The Victory Gardener* is aired by WSBA, York, Pa., in the *Don't Listen Men* hour, sponsored by the York Paint and Hardware Store. The farm program department of WLW, Cincinnati, calls its weekly garden program the *Three V's*—Vegetables, Vitamins and Victory—and runs a seasonal schedule of talks on topics such as production and purchase of seedling plants, early treatment of soils and selection of vegetables to plant, pest control and other subjects. Ed Mason, farm program director of the station, has invited gardening authorities to participate in discussion of farming problems. A weekly planting guide, pest control, and question-and-answer digest, are regular features.

An unusual feature of the Victory Garden project of WHIO, Dayton, in line with the city's slogan, "Make the vacant lots produce", is a plan to cultivate five acres of ground at the station's transmitter. Each member of the staff will have his own garden there. The employes hope to beat the meat shortage by raising lambs at the transmitter.

Radio is doing an intelligent job of presenting the overall food war program, according to William M. Spire, Radio Campaign Manager of OWI's Domestic Radio Bureau. "Stations not already carrying local food programs could do much for the Government and for themselves by having a saleable program," he said. "The Government does not wish to tell stations how to run radio. More and more we shall have to depend upon local stations to take the initiative in solving local problems which the Government cannot handle."

● Now is the time to reach Southern California, most rapidly expanding market in the West. For complete coverage at lowest cost, use KMPC, most powerful independent in the West.

KMPC ★

LOS ANGELES ★ 710 KC

50,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR DETROIT AND WGAR CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

ACTIVITIES of Navy, Army and RCAF are depicted in story and song in *Comrades in Arms*, a Friday three-quarter hour show on the CBC network and a dozen additional stations. Recently Aircraftsman Fletcher Markle, RCAF announcer, formerly of CBR, Vancouver, B. C., now with the radio division of RCAF Public Relations, interviewed Squadron Leader Ken Remer of Ottawa, the first Canadian to shoot down a Jap Zero, and the only one decorated by both Canada and U. S.

* * *

Sharing Treasures

MUSIC composed by contemporary North and South Americans is featured in *Musical Treasures of the Americas*, recorded program with live commentaries by Burle Marx, now being shortwaved to Brazil each week via NBC's international stations, WRCA and WCBX. A conductor, pianist and composer, Mr. Marx is in the United States as a cultural representative of the Department of Press & Information of the Brazilian Government.

* * *

Sweet Consolation

CONSOLATION prize of a new spring hat via gift certificate is given by the sponsor of *Sloganaire*, on WKNE, Keene, N. H., to the one telephoned who does not know the slogan of the day which has been simultaneously aired on the thrice-weekly quarter-hour show. The slogan incorporates the sponsor's name, the Royal Furriers of Keene, and Bellows Falls, Vt. The lucky wheel technique is used to select telephone numbers. First prize is $10.

* * *

Popular

SO LARGE was the response to the quiz show titled *Guess Who* on CKBI, Prince Albert, Sask., that the Monday night program inviting listeners to phone in the answers to teaser questions had to be taken off the air. But the sponsor wanted the show and it's back again. Now only listeners on certain pages of the telephone directory are permitted to call the station. Prizes are offered to listeners suggesting *Guess Who* material.

* * *

Heroic Women

UNSUNG heroes of the home front are saluted weekly by Jane Lee in her *Women's Magazine of the Air* on KPO, San Francisco. Local Chambers of Commerce in California provide factual stories to Miss Lee for her broadcasts.

"By not advertising over WFDF Flint Mich., he's headed straight for us."

Purely PROGRAMS

Postwar World

POSTWAR reconstruction in Canada and throughout the world is the theme of a series of Sunday afternoon discussions on the Canadian Broadcasting Corp. network, titled *Of Things To Come—Inquiry on the Postwar World*, directed by Morley Callaghan, Canadian author. Representative Canadians will appear on the programs, which are also arranged for French-language stations.

* * *

Learns the Ropes

BREAKFAST table discussion of rationing problems in *Jack and Betty* has started on WHIO, Dayton. The daily show, sponsored by Liberal Market, reveals Jack's ignorance, while Betty knows it all and proceeds to explain.

Artistic Pleasure

COMBATTING wartime jitters is the purpose of *Fantasia*, a Sunday half-hour program on WTAG, Worcester, Mass., when a mood of restful pleasure is created with a blend of musical, literary and artistic works. The Worcester Art Museum facilities are used for source material. A representative of each cultural field appears as guest on the program.

* * *

Farmer Viewpoint

FARMERS' VIEWS of national problems and issues of the war effort are presented on a transcribed quarter-hour, *The Farmer Speaks Up*, broadcast Saturday noon on WGN, Chicago, conducted by Gail Compton, farm editor of the *Chicago Tribune*.

NEW FORMAT of the weekly CBS *Ceiling Unlimited* was under scrutiny of this sponsor-agency trio during a recent production huddle. Dramatized quarter-hour series, sponsored by Lockheed & Vega Aircraft Corps., utilizes weekly change of guest stars. Script analyzers (l to r) are John Messler, account executive of Foote, Cone & Belding, Los Angeles agency; Howard W. Cheney, advertising and sales promotion director of Lockheed & Vega Aircraft Corps., and Thomas Freebairn-Smith, agency producer of the program.

ARGENTINA'S
RED ARGENTINA DE
EMISORAS SPLENDID
NETWORK OF 10 STATIONS

HJCS
BOGOTA
50,000 WATTS

MEXICO'S
RADIO PROGRAMAS
DE MEXICO
NETWORK

CUBA'S
R. H. C. and
CIRCUITO CMQ
NETWORKS

TGW
GUATEMALA CITY
GUATEMALA

HP5G-HOA
PANAMA CITY
5,000 WATTS

TIPG
SAN JOSE
COSTA RICA

HCIBF-HCIBD
QUITO
ECUADOR

PROUDLY
Introducing
SOME OF THE
GREAT
PAN AMERICAN
RADIO STATIONS

PERU'S
CIA. PERUANA
DE RADIODIFUSION
NETWORK OF 9 STATIONS

HHW-HH3W
PORT-AU-PRINCE
HAITI

ZFY
GEORGETOWN
BRITISH GUIANA

CHILE'S
LA COOPERATIVA
VITALICIA
NETWORK OF 8 STATIONS

RADIO CARCAS
VENEZUELA
10,000 WATTS

HIN-HIIN
CIUDAD TRUJILLO
D. R.

Let Us Give You the Facts and Figures on All the Great Radio Stations of Latin America

PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVENUE, NEW YORK, N. Y.
IN CHICAGO — FRED JONES — 228 NO. LA SALLE STREET
IN HOLLYWOOD — HOMER GRIFFIN — 6362 HOLLYWOOD BLVD.

ANOTHERE
NOW
Fi

THE PRO OF

- WENT TO EUROPE 1933 TO "WATCH ER
- FIRST TO STYLIZE BROADCASTING
- COVERED 1937 OHIO-MISSISSIPPI V
- SINGLE-HANDED BROADCASTS 194
- SCOOPED RADIO WITH WENDELL

UNITED PRESS

ASSOCIATED PRESS

CBS WORLD NEWS

WC

THE S.B.W

CINC

F I F T Y G R A N D

XUM

RETWORK ACE...

WCKY's NEWS EDITOR!

Fred Thomas

NEWS-WRITER WHO WROTE AND STYLED
OF PAUL SULLIVAN - PETER GRANT - JAY SIMMS - ARTHUR REILLY • • •

LE WEST
FLOOD BY PLANE FOR NETWORK BROADCASTS
ICAN AND DEMOCRATIC NATIONAL CONVENTIONS
INTERVIEW

STATION

PRAISE FROM THE PRESS

SECOND THOUGHTS
by NIXSON DENTON
SPORTS EDITOR OF THE TIMES-STAR

THE announcement of the departure of Fred Thomas from WLW to take over the news room at WCKY may have been passed over as something entirely without consequences by most radio addicts, but, while they may be entirely unfamiliar with the proud old Thomas name, they are not unfamiliar with Mr. Thomas's work.

Although completely unhonored and unsung, Fred's finely spun phrases and carefully selected adjectives have been mouthed into the microphone by such celebrities as Paul Sullivan, Peter Grant et al.

Persons, supposedly thrilling to the learned comment of such gentlemen, made breathless by their erudition and grasp of world affairs, in reality paid tribute to Mr. Thomas. For, by tailoring the mile after mile of script that he wrote to his great mouthpieces he made of them four-star commentators.

The announcers with whom he works at WCKY can anticipate the same fate. They'll be molders of public opinion and authorities on this and that in no time.

POWER · CBS

XUM

BROADCASTING and Broadcast Advertising

Published Weekly by
BROADCASTING PUBLICATIONS, Inc.

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Executive, Editorial And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor • J. N. (Bill) BAILEY, News Editor
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building
HENRY S. LIEBSCHUTZ, Art Director

Subscription Price: $5.00 per year—15c a copy • Copyright, 1943, by Broadcasting Publications, Inc.

Worth Pondering

POST-WAR planning, perhaps a bit prematurely, has become as popular on the Washington front as New Deal directives. Every conceivable field of endeavor is being covered in these long-range projections.

Industry, too, has an eye to the future, and perhaps an ear to the ground on Washington's thinking and planning. Winning the war is first order—as all in Washington appreciate. But the peace plans always get attention, along with ideas for the new economy in that new era.

It behooves those, not alone in radio, but in those related fields of information, enlightenment and entertainment, also to appraise the future. The printed media—newspapers and magazines—and the motion picture industry, should take heed. They may very readily find themselves in radio's boat—licensed by the Government and regulated by an FCC or some such super agency.

Miracles are being performed in the radio and electronics laboratories. Had not the war intervened, television and a new high-fidelity type of sound broadcasting, wide-band or FM transmission, would be in a more advanced state. Facsimile, "still" picture transmission—newspaper publication and delivery by radio, if you please—would have progressed.

So the post-war radio receiving instrument, in all likelihood, will be at least a three-way device—as ingenious as the aural broadcast service that sprang from World War I. High-fidelity sound reception for those who want to listen, motion pictures probably on a network, and a printed "newspaper of the air" all will emanate from the same transmitting plant and will be "received" on the same home device. All this won't happen overnight, but it's as certain as a United Nations victory.

Freedom of the press, along with the other freedoms, is traditional in our Democracy. Yet radio is in interstate commerce and radio assignments must be allocated in orderly fashion. The ether must be policed to avoid electrical interference. Thus, there must be a licensing authority.

In this post-war order in which press and motion pictures become associated with the radio art, will the press and the motion picture industry be licensed? Where does the traditional freedom of the press go then?

The American Newspaper Publishers Assn. meets in New York next month. The NAB holds a War Conference in latter April or early May. Committees of Congress, both standing and regular, are considering aspects of radio regulation. All would do well to consider the vast and far-reaching potentialities of these impending developments and plan accordingly.

There will be legislation at this session, it now appears, with the introduction of the White-Wheeler Bill to rewrite the Communications Act, with the pending Holmes Bill in the House toward the same objective, and with the Cox Select Committee Inquiry into the FCC and its stewardship. The time to get things done is *now*. Adequate safeguards against interference with the traditional freedoms of the media of expression should be provided by Congress in redrafting the Communications Act.

Coping With Crises

TRANSITION to an all-out war economy is bringing to light a surprising amount of initiative on the part of those who get the business that keeps the American System of Broadcasting at the top of world radio.

As a continuously growing industry, broadcasting has been alert to open new fields of revenue. And as a vital war weapon the industry has shown initiative in turning its kilocycles into war-winning channels while maintaining revenue at a point that permits high standards of operation.

A breakdown of new revenue sources developed by networks, printed on another page in this issue, reveals some of the new sources of business discovered in the critical weeks since Pearl Harbor.

Many of these new clients have been signed for onetime shots—"E" awards, holiday observances and special war events. Of a half-hundred such sponsors at least two have relished their radio debut and have become steady customers. Here the thought arises that the percentage of steady customers might well be increased by proper follow-through selling.

While the onetime shots are encouraging, they are somewhat in the itinerant or fringe class of station business. The backbone of commercial operation naturally is the long-term sponsor who is sold on the sales power of the medium. Danger of the fringe business is diversion of too much sales effort to a minor part of the station's total revenue.

Dozens of new and steady customers have been developed by stations through such programs as the *Uncle Sam* broadcasts put out by the Office of War Information. Many of these sponsors are in the heavy industries group, and a good share of them may find the experience pleasant and profitable. Others participating in *Uncle Sam* broadcasts are in categories more frequently patronizing radio facilities.

Food rationing has been a help to the industry, with stations and sponsors alike performing a notable public service by teaching the public how to live under an economy of scarcity. Always one of radio's best customers, the food industry will find new opportunities to serve the nation and promote goodwill by offering nutrition advice, encouraging gardening, helping in the recruiting of harvest help and guiding farmers in raising specific crops as required by the war.

These instances of wartime sales initiative serve to remind broadcasters and businessmen that alert management and sales effort can solve a lot of the tough problems that greet every executive as he opens his morning mail.

Guestitorial

Editor's Note: BROADCASTING *departs from its usual policy by reprinting a letter from an anonymous reader of the "Chicago Tribune", published in that newspaper Feb. 14.*

JIMMY'S MISSING A CHANCE

THE MUSICIANS' Petrillo could do a great deal of good and collect far more millions than he has ever dreamed of if he would only extend his benevolent protectorate to include other trades and professions which have been more or less supplanted by those two national disgraces of ours, progress and invention.

For instance, the poor candlestick makers must be in a terrible plight since kerosene lamps made their debut. Also the kerosene lamp workers certainly must be all on relief now since gas came into such general use for illumination.

Then there are the gas mantle workers who haven't had a full week's work since the electric lamp was so universally adopted. Their plight is far worse than that of the $90 a week musician who must train and practice from childhood to master the art of turning a phonograph record over.

Now, is there any earthly reason why a person buying a Mazda light globe shouldn't be required to purchase also one dozen 12-inch candles, one kerosene lamp, and a half-dozen gas mantles, and sign an agreement to break the Mazda globe immediately after using it the first time?

Also, there should be stringent laws with severe penalties for any one caught turning on an electric lamp unless one of the above mentioned workers has been hired to stand by while the dirty, low down owner pushes the button. A good experienced stand-by turner-over expert would be obtainable from Mr. Petrillo's office for the modest weekly charge of—say $90.

By the way, does Mr. Petrillo have his car destroyed every time he uses it? You should think of the poor automobile workers, Mr. Petrillo.

C. F. H., Piqua, O.

We Pay Our Respects To —

CHARLES EDWARD ARNEY, Jr.

FROM COAST to coast—that's the story of Charles Elwood (Bee) Arney Jr., second man at NAB headquarters in Washington. Two years ago he left Seattle, where he was public relations director of KOMO-KJR, to become assistant to NAB President Neville Miller. He held that position until a few days ago when the NAB board of directors promoted him to secretary-treasurer, with Willard Egolf, formerly commercial manager of KVOO, Tulsa, taking over as assistant to the president.

Trade association work is Bee Arney's field, though he has been identified with various aspects of broadcasting since the 20's. He forsook a legal career to enter the news and trade association field, but his booming basso profundo carried him to the microphone as early as 1926.

Thus, Bee Arney describes himself as "an organization man" rather than a broadcaster.

When he left his post as public relations chief of KOMO-KJR, to take over Ed Spence's duties under Neville Miller, he was so deeply steeped in organizational work that he was fully aware his first job was to learn the temperament of the industry. He feels that after two years he thoroughly understands its objectives.

He has devoted himself to association work almost continuously since March, 1920, when he resigned his World War I job as assistant counsel of the U. S. Shipping Board Emergency Fleet Corp. The son of an Idaho educator and prison warden, Mr. Arney started in 1915 with a law degree from the U. of Washington, and spent three years in a scholarship job as clerk in the U. S. Attorney General's office.

Five years of practicing law were all Bee Arney wanted. On Sept. 20, 1920, he went into association work as assistant manager of the Seattle Chamber of Commerce, a post he held two years. Then followed nine years as president of the Seattle Taxpayers Assn., a period in which he became well-known in the state capital, where he fathered many budget and tax reforms.

Bee Arney's deep, booming voice was heard on KPQ, Wenatchee (then Seattle), in 1926, when he did play-by-play football broadcasts from telegraph reports in his spare time. He turned seriously to radio in 1932, with a sustaining news program on KOL, Seattle.

Shifting to KOMO-KJR, Seattle, in 1935, he organized the Washington Radio Forum, a taxpayer legislative group, with Eric Johnson, now president of the U. S. Chamber of Commerce, as chairman. The Forum sponsored daily broadcasts by Mr. Arney from the state capital through three legislative sessions. At the same time, Bee was working as public relations chief of KOMO-KJR, a post he held until Neville Miller invited him to Washington, D. C.

As KOMO-KJR public relations chief, he sat-in on station policy making meetings, and attended 17th District NAB sessions, thus learning something about the business of broadcasting.

Years in organization work gave Bee Arney a broad background in law and budgeting, experience that has been of value to him in working with NAB committees, and which he expects to use in his wider duties as secretary-treasurer and chairman of its forthcoming War Conference. He likes people, and gets along readily. Much of his time since joining NAB has been spent at regional meetings, getting to know the broadcasters, and letting them know him.

Bee says that in a trade association, an official's job is to make known the will of the membership. Credit is of little importance for the individual executive. When the association brings results, the group and the officials all benefit, he believes.

One of the little mysteries about Bee Arney, is the origin of the Bee, which has no conceivable connection with his name. He confides that it is just something that has stuck since babyhood, when his slightly older brother, J. Ward Arney, referred to him as the "Bee"—for "Baby".

A good sport, and popular at conventions he attends, Bee likes to use his deep voice by singing with a quartet. In his college days, he, his brother, and two friends earned their expenses singing at the early motion picture houses.

Bee has been married twice, and is the father of twin daughters, now 25 years old. His hobbies in addition to singing are baseball and football—in his youth he made his high school varsity. His only complaint about proverbial crowded Washington is that he has no quartet . . . "and little prospect of getting one", he says, "with all the tenors in the Army."

Personal NOTES

CHARLES HIGGINS, previously of Outdoor Advertising Inc., New York, and manager of the Wichita branch of the Halsell-Humphrey Adv. Agency, has joined the sales staff of MBS.

GLACUS G. MERRILL, commercial manager of KVNU, Logan U., before becoming a Petty Officer in the Navy, is now assigned to recruiting service in the Salt Lake area, where he is airing both government and personally prepared scripts on behalf of the WAVES and SPARS.

MAJ. EDWARD A. DAVIES, vice-president of WIP, Philadelphia, has been named chairman of the radio division of the local Red Cross campaign.

THOMAS B. COLEMAN is resigning from the executive staff of John Blair & Co., station representative, to become New York State representative of the Advertising Department of *Good Housekeeping* magazine.

LINCOLN SIMONDS leaves the New York office of Weed & Co., station representative, March 8, for Los Angeles, where he has been assigned to manage the Weed office, succeeding Haan J. Taylor, who continues as manager of the San Francisco branch. Simonds has been a member of the New York sales staff.

WILLIAM S. PALEY, president of CBS, has returned to his New York headquarters after 10 days of conferences with Donald W. Thornburgh, Pacific Coast vice-president, and other network executives on accelerated production plans.

LAWRENCE W. McDOWELL, commercial manager of KFOX, Long Beach, Cal., retaining that post, has been commissioned a lieutenant in the Coast Guard Temporary Reserve and assigned operations officer for the Long Beach office of the 11th Naval District.

BILL BOWERS, former manager of WJZM, Clarkesville, Tenn., is now news editor of KTTS, Springfield, Mo.

Crollard Honored

JERRY F. CROLLARD, account executive of KIRO, Seattle, was named "Man of the Year" at the Junior Chamber of Commerce Founder's Day banquet in Seattle recently. Mr. Crollard has been chairman of the "Salvage for Victory" and "Share the Ride" Committees, and active on Americanism, Traffic Safety and Civic Affairs Committees. Among advertising men he is known for his work as Chairman of the Junior Executive Committee of the Pacific Advertising Assn., and as president of the Seattle Junior Advertising & Sales Club.

Mr. Crollard

RAY LINTON, manager of KFBI, Wichita, Kan., has resigned, effective April 1. He will return to Chicago, where he was in the station representative business before joining KFBI.

ROBERT J. STRAND, formerly of the sales promotion staff of *Parade* and INS, has joined the MBS sales staff.

GEN. DAVID P. BARROWS, former president of the U. of California and now professor of political science there, recently began a series of news commentaries, five nights weekly, over KFRC, San Francisco. The broadcasts originate at his study in Berkeley, Cal.

IRWIN STEINGUT, chairman of the board of WLIB, Brooklyn, and minority leader of the New York State Assembly, is heading a movement for the withdrawal of Brooklyn as a part of New York City.

ROBERT W. HORTON has been appointed special assistant to Secretary of Interior Harold L. Ickes, to serve as Department liaison officer in Hawaii. Previously he was public relations chief for OPA, being replaced by Lou R. Maxon, Detroit advertising executive.

BEN S. LOCKRIDGE, former western advertising manager of *Young America* magazine, and at one time in the advertising department of the *Chicago Tribune*, has joined the sales staff of KMOX.

LLOYD SMITH, who was assistant to the sales manager of KWK, St. Louis, has been commissioned lieutenant (j.g.) in the Naval Reserve and left last week for training.

EVERETT JARRETT has joined the WHK, Cleveland, sales staff, replacing Bill Brusman, who has joined the Fisher Body Bomber Plant as director of public relations.

NORM DAVIS, account executive of KOIN-KALE, Portland, Ore., has been appointed assistant regional director of the War Manpower Commission training-within-industry division. Mrs. Davis, known professionally as Margaret Allyn, will service his accounts.

LEON RACOOSIN, salesman of WCFL, Chicago, on April 11 is to marry Clara Lesoff, of Chicago.

Kaltenborn Cavorts

H. V. KALTENBORN, NBC commentator currently on a survey tour of Latin America and the Caribbean area, made an unexpected flight to Africa on a sky freighter, completing the round trip from Brazil in three days.

BEHIND the MIKE

WILLIAM COSTELLO, recently with the *Chicago Sun* Air Edition, has joined WJSV, Washington, as newswriter and reporter. He has traveled widely in the Far East. He was with KGMB, Honolulu, and later was farm service director of WBBM, Chicago.

DAVE ELTON, NBC producer of the weekly *Fibber McGee & Molly*, received final U. S. citizenship papers March 1. Elton was born in Canada. Mr. Elton is the father of a girl born Feb. 28.

BOB BICE, producer of the weekly *Matinee Playhouse* on KMTR, Hollywood, is the father of a girl.

Exempts Newsmen

NEWSMEN would be exempt from revealing sources of confidential information to courts, grand juries and Congress, under a bill introduced by Sen. Capper (R-Kan.). The measure has been referred to the Judiciary Committee.

AL LAUGHREY, news writer of KHJ, Hollywood, has been inducted into the Army.

JAY STEWART, recently honorably discharged from the Army, and formerly announcer of WLW, Cincinnati, has joined CBS Hollywood.

TED BENTLEY, former announcer of KIEV, Glendale, Cal., has joined KFVD, Los Angeles.

CHARLES ROGERS, chief announcer of KIEV, Glendale, Cal., is the father of a boy.

DAVE BROWN, continuity editor of KCMO, Kansas City, Mo., has been appointed head of the new publicity and sales promotion department, where he will work with Jack Stewart, general manager. Peggy Vanderveer, from the editorial department of Hall Bros., Kansas City greeting card manufacturers, and Norma Kisovitz have joined the program department. New announcers are Dal Stollard, from KGNO, Dodge City, Kan., and KDLR, Devil's Lake, N. D., where he was program director, and Bill Lang, from KUOA, Siloam Springs, Ark. James Bunn is now a cadet in the Army Air Forces and Milton Grossman is to be inducted into the Army.

ROGERS BRACKETT, formerly associated with the BLUE, and Chester Gierlach, NBC producer, have joined the CBS production department as assistant directors. Mr. Gierlach is assigned to daytime serials.

JIM HIGGINS, former announcer of WWNY, Watertown, N. Y., and Bill Saunders have joined WTRY Troy, N. Y.

CHET GOWAN, announcer, is back at KSAL, Salina, Kan., after five months absence due to an operation.

BOB FULLER, announcer of WLW-WSAI, suffered a dislocated shoulder as the result of a fall.

JERRY KEITH, announcer of WSLI, Jackson, Miss., has reported for duty with the Army Air Forces. Nancy Chambers, secretary, and Paul Dorman, formerly of WFOR, Hattiesburg, Miss., have joined the staff. Announcer Roy Weinedel has recently received an operator's license.

HELEN BRATTRUD, until recently in the magazine division of the CBS publicity department, has been named CBS fashion editor, replacing Rosellen Callahan, who resigned to become woman's page editor of Newspaper Enterprises Assn.

MARY COYNE, secretary to Robert Saudek, assistant eastern sales manager of the BLUE, has joined the sales promotion staff where she will work on audience promotion activities.

VICTOR YOUNG has been assigned musical director of the weekly NBC *Westinghouse Program* during Hollywood origination starting March 7.

DRESSER DAHLSTEAD, former announcer of BLUE Hollywood and now in the Army, has been assigned as instructor at Aerial Tech Institute, Burbank, Cal.

FRED FOX, formerly of KYA and KSFO, San Francisco, has joined the Overseas Branch of the OWI at San Francisco.

JAMES BLOODWORTH, Hollywood writer on the weekly NBC *Campana Serenade*, is in Santa Monica Hospital with a broken leg.

WEDGING the rationing pinch, John Watkins, announcer of WCKY, Cincinnati, tried wooden shoes. At $2.25 a pair, they were painful to walk in, uncomfortable to stand in, so Mr. Watkins sat for his picture in them.

WILLIAM KIR-STIMON has left the publicity staff of WBBM, Chicago, to join the U. S. Public Health Service, Bethesda, Md. as information specialist.

DON VICTOR, freelance writer, is at KLX, Oakland, Cal., and Ruth Franklin, who has been with Bay area stations, is women's editor.

ELLIOTT M. SANGER Jr., son of Elliott M. Sanger, general manager of WQXR, New York, has been elected editor-in-chief of *The Spectator*, undergraduate newspaper, published twice-a-week at Columbia U.

ELSIE HOLMES, at one time with the radio department of Texas and Alabama U's., has joined WJDX, Jackson, Miss.

OTTO BRANDT of the BLUE station relations staff reported last week for duty as an aviation cadet in the Army Air Forces.

NORMAN NESBITT, announcer-newscaster of KHJ, Hollywood, has been assigned narrator for the trailer of the 20th Century-Fox film, "Crash Dive".

FRANK MERRILL, announcer of KROW, Oakland, has been inducted into the Army Air Forces, reporting to Nebraska for training.

JIMMIE HAGERMAN, staff announcer of WCHV, Charlottesville, Va., reported to the Army Air Forces for induction in pilot training. Helen Burruss, new to radio, replaces him.

ELAINE VONLUEHRTE, secretary to Bill Robinson, service director of WLW, Cincinnati, has joined the SPARS. George C. Biggars, program director, has been reelected president of the Savings and Loan Assn., comprising 1,600 employes of the Crosley Broadcasting and Mfg. Divs.

ROBERT HANES has joined WGY, Schenectady, N. Y., as announcer, leaving WCOP, Boston, where he was musical director.

RAYMOND KNIGHT, writer-director-actor, in radio since 1928 on a freelance basis and at one time with NBC continuity and production departments, has been appointed eastern production manager of the BLUE, succeeding Harry Frazee, resigned. Stuart Buchanan has been named head of the BLUE script division, replacing Ron Ferguson, resigned.

JOHN MEDBURY and Selma Diamond have been added to the writers' staff of the weekly CBS *Pabst Blue Ribbon Town*, starting March 27. Other writers include Mel Ronson, Lou Pollack, Harry Edelman, Phil Cole and Jack Robinson.

WARREN MacALLEN has left the CBS press department to join the NBC press department.

NORETTA BROWN, previously of WOR and WINS, New York, has joined WLIB, Brooklyn, as continuity writer. Kenneth Josephs, announcer, has resigned.

GETTING ANY QUALITY (Ky.) BUSINESS THESE DAYS?

Quality (Ky.) may have some desirable attributes, but they ain't got anything to do with buying power! To get top flight sales results in Kentucky these days, you need the big, rich Louisville Trading Area—where 1,336,000 people do 53.9% of the State's total retail buying! . . . All of these people live within easy listening range of WAVE—and can be reached with WAVE for far less than the cost of any other medium! Want to hear about some more of our sterling qualities?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Blind, Wins Fame

FROM OBSCURITY to fame as a nationally-known composer of popular songs, is the Cinderella story of Elsie Mirkovich, a 17-year-old blind girl student at the Minnesota Braille and Sight Saving School in Faribault who appeared recently with Russ Morgan's orchestra at the St. Paul, Minn., "United For Victory" Celebration broadcast on KTSP, St. Paul. The girl stopped the show with her song, "Carry On". A crowd of 12,000 recalled her repeatedly to play additional numbers.

NEILL HARVEY, who left WFIL, Philadelphia, to join the Army, is to be married on March 14.

BOB BLOOMFIELD, continuity director of WPEN, Philadelphia, is the father of a girl.

GARY LINN is now in charge of traffic and general service at KYW, Philadelphia, replacing H. L. Stephens, who has been transferred to the Baltimore plant of the Westinghouse Radio Division.

PETER STURSBERG, newscaster of CBR, Vancouver, has arrived in England to join the Overseas Unit of the Canadian Broadcasting Corp.

JOHN DRAINIE, sound effects man of CBR, Vancouver, and Mrs. Drainie (Claire Murray on the air), script writer and actress, have been transferred to Toronto Canadian Broadcasting Corp. studios.

I. N. CRANDALL, who was news editor of CBR, Vancouver before joining the Royal Canadian Air Force, is now taking a special RCAF course at the U. of British Columbia, Vancouver.

LEO F. CROWLEY, recently returned to the States from Honolulu, where he was president of the Hawaiian Sentinel Publishing Co., publishers of the *Hawaiian Sentinel*, a weekly newspaper, has been appointed to the newsroom staff of WMAL, Washington. He succeeds Daniel Reagan, who left March 7 for a brief visit at his home, West Hartford, Conn., before entering the Army. Mr. Crowley was for eight years INS and UP correspondent in the Far East.

LT. ROBERT FLEMING of the Army Paratroop Force, Fort Benning, Ga. and at one time with WELI, New Haven, Conn., spoke on March 1 to the New Haven Adv. Club on Paratroop training. Talk was aired on WELI.

BILL GORDON, writer-producer of Don Lee Broadcasting System, Hollywood, has been inducted into the Army and reported to Ft. Douglas, Utah.

SCHUYLER PATTERSON, newspaperman and magazine writer, has joined the BLUE news division as editorial assistant, and will cooperate with the network's newscasters and commentators in New York in the preparation of script material.

JOAN CANNON, Hollywood producer of McCann-Erickson on the weekly CBS *Dr. Christian*, has resigned that assignment for the duration to join her husband Lt. (j.g.) Perry King, of the Navy, stationed in Washington, D. C.

MARGARET LEPPERT PETERSON, only woman member of the Montana Legislature and at one time women's program director of KGVO, Missoula, Mont., was m.c. at a recent special session of the legislature for an induction of WAACs.

DICK TUCKER, announcer-producer of WEIM, Fitchburg, Mass., has been called into active service by the Army. Bob Asher, of Fitchburg, new to radio, replaces him.

NBC Script Alignment

IN A REORGANIZATION of the script routing division of BLUE's continuity acceptance department, Marcella Garvin has been placed in charge of the division, handling all network material, which has been separated from local and spot business and electrical transcriptions. Scripts for the latter groups will be handled by Louis Lentz, who, as Miss Garvin's assistant, succeeds Helen Mazurek, now in the sales department. Jean Logan replaces Jean Wilkinson, who has been transferred to sales service. Change was effected by Dorothy Kemble, continuity acceptance editor.

GAYLORD AVERY, until recently an announcer of KMOX, St. Louis, is father of a girl. Avery is with his family in Aberdeen, S. D., awaiting call as an Aviation cadet.

CARL HOHENGARTEN, former musical director of WBBM, Chicago, has been made musical director of KWK, St. Louis.

ART BROWN returns to the air March 7 over WOL, Washington, after having been in the hospital two weeks. His regular morning *Musical Clock* has been handled by Russ Hodges.

LEWIS G. GREEN, former producer of NBC and the BLUE in New York and Hollywood, has joined the production staff of BLUE Chicago.

PAUL KING, once with WHDH and WCOP, Boston, and WESX, Salem, Mass., has joined the announcing staff of Yankee Network.

SAM H. KAUFMAN, director of sales promotion and publicity of WCCO, Minneapolis, Minn., has been named chairman of the public relations committee of the nutrition council of the Hennepin County Red Cross.

ROBERT L. FIDLAR, recently chief announcer and assistant program director of WHIO, Dayton, O., has joined WIOD, Miami, Fla., as program director and war program manager.

CONRAD BINYON, who portrays Hank in the weekly NBC *One Man's Family*, has been signed for a featured spot in the Columbia film "The Right Guy".

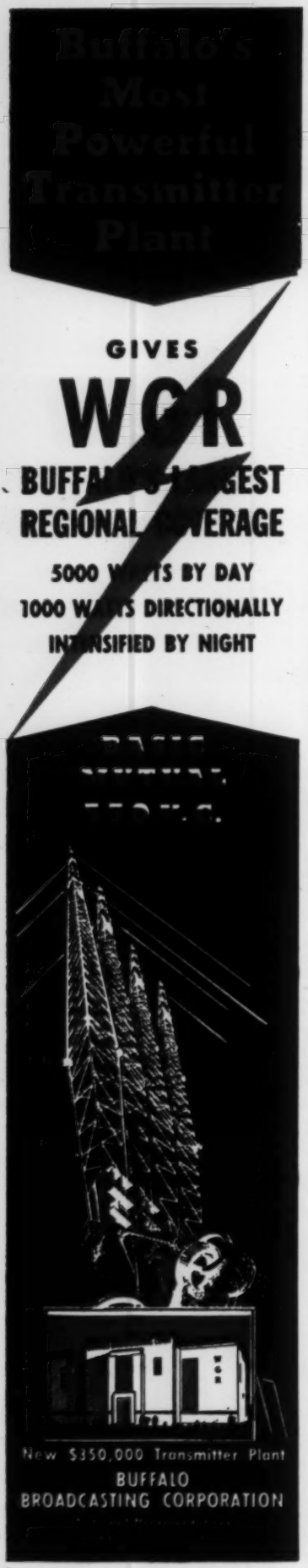
Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.

Capitol Dome

North Dakota's beautiful capitol at Bismarck, is one of the most practical statehouses in the nation. Northwesterners are like that . . . they have their own ideas about things — radio programs, for instance. Eighteen years of catering to their exacting tastes, has made KFYR their DOMINANT station. KFYR carries NBC's top shows, too . . . but local shows are tailored to Northwest liking, which is just one more reason why KFYR is a daily habit in the great Northwest. Why not hitch your budget to this time-tested medium? Ask any John Blair man for details.

KFYR Bismarck
550 Kilocycles · N. Dak. · 5000 Watts



KAE NORDIN, CBS Hollywood, has joined James L. Saphier Agency, talent service, as aide to Tom McAvity, producer of the CBS *Ransom Sherman Show*.

JOE WALTERS has the announcing assignment on the weekly 60-minute program, *Opportunity PDQ*, sponsored by Petrol Corp., on KNX, Hollywood.

RICHARD GLYER, actor, has joined KLX, Oakland, as announcer.

LEROY STULTS and Ray Streeter, formerly of WHB, Kansas City and WHA, Madison, Wis., have joined the announcing staff of WGN, replacing Jerry Kaufherr and Frank Sweeney, who have joined the Army and Navy, respectively. Edward Gardner Jr., short story writer, has joined the continuity staff succeeding Carlyle Stevens, now in the Army.

HELEN BANTA, secretary of spot and local sales of NBC central division, has been sworn into the WAVES and goes to Smith College for indoctrination.

BILL DANCH, script assistant on the weekly NBC *Fibber McGee & Molly*, has been inducted into the Army.

DEAN OWEN, Hollywood radio and magazine writer, has joined the Army Air Forces, assigned to Motion Picture Unit, Culver City, Cal.

DICK JOHNSON, former announcer of KOB, Albuquerque, has returned after two years with Pan-American Airways in Central America.

WILLIAM THOMAS LAZAR, formerly of WIBA, Madison, Wis., and Harry Arthur Wood, freelancer from Chicago, have joined the announcing staff of WWJ, Detroit. John Alvin Hoffstadt, known in Detroit as John Alvin, is leaving for the Coast under contract to Warner Bros.

STEPHAN RICHARDS, former announcer of WAKR, Akron, O., has joined WJW, Akron, and will direct dramatic series. Announcer Garde Chambers has returned to Cleveland.

MILTON C. HILL, publicity director of WHK-WCLE, Cleveland, has resigned to join the advertising department of the Weatherhead Co., Cleveland manufacturer.

BOB REINHOLDT, former program manager of KWIL, Albany, Ore., has been promoted to production manager. Betty Lou Wilbanks has been assigned to programming and promotion.

PHIL LESLIE has been named assistant to Don Quinn, writer on the weekly NBC *Fibber McGee & Molly*, sponsored by S. C. Johnson & Sons.

BOB EMERICK, producer and announcer of KYA, San Francisco, recently resigned to become an Air Forces cadet.

HEADQUARTERS for the Army's 8th Service Command is now the Santa Fe Bldg., Dallas, so staff members of WFAA-KGKO must pass MP's to reach studios in the penthouse. For a time they had to go to work on freight elevators. MP Pvt. Converse and MP Sgt. Price are inspecting credentials of (l to r): Elmer Baughman, announcer; Ralph Maddox, assistant program director; Orval Anderson, announcer; Evalena Caton, continuity writer; Bob Holton, announcer; Bertrand Mitchell, continuity writer; Diana Dale, newscaster; Ben McCleskey, continuity chief.

RADIO TRIBUTE

APPEARING on the back cover of a booklet being prepared by the Charleston (S. C.) Exchange Club is a poem of tribute to radio, composed by Thomas L. Means, WCSC, Charleston, publicity director. The poem follows:

When your gas coupons are running low
And there's nothing to do but hike,
Don't fret for entertainment, folks—
Rely on your old pal, "Mike".
For he's a friend of yours, this guy,
His name is "Mike Roe Phone";
He brings you news and music and fun
And the time "at the sound of the tone."

Your radio's there to serve you, friends,
To keep you abreast of life;
To help you weather the war and its woes
To bring cheer to each man and his wife;
To fight the war with a powerful voice,
With *Truth* on mercurial wings;
To further community welfare and health
And be glad for the joy that it brings.

AMP Contracts

ASSOCIATED Music Publishers has signed new contracts for their transcribed library service with KLRA, Little Rock, and WSPA, Spartanburg, S. C., and renewals with WRDO, Augusta, Me.; WELL, Battle Creek, Mich.; WTOL, Toledo, and WABC, New York. AMP, as a music licensing organization, has renewed licenses for the use of its music with the following stations: KARM, Fresno; KFYR, Bismarck; KQW, San Jose; KWIL, Wallace, Ida.; WBIR, Knoxville; WDEF, Chattanooga, and WELL.

DICK JOY, Hollywood announcer, has been signed for the CBS *Pabst Blue Ribbon Town* effective March 27.

Wider Radio Use Seen In Educational Activity

WIDER use of radio as a medium of teaching and learning was predicted by leading educators who addressed 400 teachers and students Feb. 28 at the dedicatory ceremonies in NBC's Radio City studios for the first courses based on radio programs to be accepted by New York City's Board of Superintendents for teacher in-service training. Programs are *Lands of the Free* and *Music of the New World*, series offered as part of NBC's Inter-American University of the Air.

Speakers at the ceremonies included Dr. Belmont Farley, coordinator of radio activities for the National Education Assn.; Dr. John E. Wade and Dr. Jacob Greenberg, superintendent and associate superintendent, respectively, of New York City schools.

Gambling's 18th Year

JOHN GAMBLING, on Monday, March 8, celebrates the 18th year of his *Musical Clock* program on WOR, New York. A radio operator during World War I, Gambling joined the station in 1925 as an engineer. Called upon one morning to pinch-hit for an announcer who had overslept, Gambling took over a daybreak program of setting-up exercises, which he has carried on ever since, adding jokes, music and news items. Exercise routines have been reduced to a minimum by both Gambling and his listeners. Program is cooperatively sponsored.

Disc Show Released

KERMIT-RAYMOND Corp., New York, is releasing *Famous Fathers*, transcribed series, to 83 stations in a cooperative arrangement with *Liberty* magazine and "Life With Father", Broadway hit on which the program is based. Stations are offered the program gratis and are permitted to sell it to a local advertiser, retaining all revenue from sale of the show. *Liberty*, which has been running "famous father" stories, receives a short spot before or after the program and promotes the show through ads and publicity.

SURVEYS PROVE CONCLUSIVELY that: only WJHL can give you coverage in the Johnson City, Tennessee, market—89% of the daytime listeners—49% of the nighttime listeners—ask us or the Howard H. Wilson Company for further proof that WJHL is the most listened-to station in the market it serves.

1000 WATT • 910 KC • BLUE NET **WJHL**

HOWARD H. WILSON Co.
Representatives

Johnson City, Tenn.
W. Hanes Lancaster
President

FIVE OF 35 staff members of WHOM, Jersey City, who gave a pint of blood to the Red Cross Blood Plasma Bank during the station's 16 broadcasts in one day, encouraging foreign language listeners to contribute to the Blood Bank. Programs were broadcast in Jewish, Lithuanian, Russian, Polish, German, English and Italian. Enjoying the "party" are (l to r): Joseph Lang, general manager of WHOM, Mrs. Joseph Perell, Mrs. Al Karp, Mrs. Leo Litcholt and on the cot, Mrs. Joseph Savalli, all of the office staff, whose husbands are in the armed forces.

WLDS Rejects Offer To Use 'Post' Ad Free

AFFIRMING that small radio stations believe advertising a proper wartime function, Edgar Parsons, general manager of WLDS, Jacksonville, Ill., declined in a letter to MacFarland, Aveyard & Co., Chicago, the agency's suggestion that the station use "free of charge" advertising copy from a double-page Stewart-Warner ad in *The Saturday Evening Post*.

Worthy as it is, Mr. Parsons wrote the agency, the campaign is another example why small radio stations are operating under reduced revenues "while the large networks and the national magazines are becoming wealthy from the war effort".

"We believe national advertisers should advertise in wartime as well as in peacetime . . . but we also believe that some of the advertising should be placed with the media which are contributing as much or more to the national war effort as national magazines," his letter continued. "I refer of course to the small radio station" which broadcasts 12 to 16 OWI announcements daily, contributes time and talent for War Bond sales, and cooperates with local Civilian Defense and other war agencies.

KVOO, Tulsa, and WPTF, Raleigh, N. C. have been elected to membership in the Advertising Federation of America.

Radio Training Course Is Taken by 265 Women

PRACTICAL training in the radio laboratory of the American Women's Voluntary Services in New York City has prepared more than 265 women for communications work with the armed forces, earning $2,000 and up, according to Mrs. Frances Peabody Mayer, director of the radio classes.

Professional status is obtained by enrollees after learning the International Morse code and radio theory, with supplementary experience in the AWVS radio laboratory at the Hotel Ansonia, Broadway and 73rd Street, New York. The women learn to handle meters, build receivers and transceivers for the War Emergency Radio Service, do repair work and upon graduation qualify for an FCC B radio amateur license.

Nearly two dozen AWVS graduates are now serving with the WAACs, WAVES and Army Air Corps. Others are radio repairmen in the Signal Corps General Development Laboratory, Fort Monmouth, N. J.; the Civil Aeronautics Administration and the Navy Dept.'s Bureau of Ships, Washington, and Maryland branch.

RADIO IMPORTANT IN NAVY WARFARE

WARTIME secrecy prevented the Navy Dept. from disclosure of details but there was ample indication that radio is playing an important role in the Navy's wartime activities, it was revealed in its annual report made public last week.

Through radio the Navy Dept. in Washington received 65,000,000 words during the fiscal period, says the report. Then, too, the case of the naval radio station at Corregidor is cited since it provided constant communications with the Pacific Fleet until the fall of the Philippines.

Extension and strengthening of the naval communications system is reported through the acquisition of new radio frequency channels and the reassignment of existing channels. Complete radio installations to provide peak fleet communications also are reported despite the limitation of material available.

Activities of the Office of Public Relations are outlined and work of the Review Section, which studies all scripts prior to broadcast to insure against publication of information which might be useful to the enemy, also are reviewed. Technical assistance available in the production of some programs is recited.

Foreign Tongue Survey

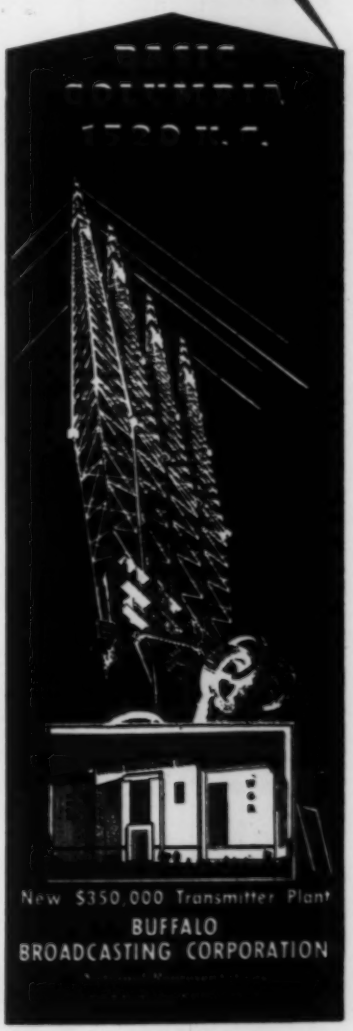
IN THE NEW YORK daytime audience of foreign language broadcasts the proportion of men listeners is larger by 7.1% than in English programs, according to a personal coincidental survey by the Pulse of New York Inc. Programs included Italian, Yiddish, Polish and German on New York stations WOV, WEVD, WHOM, WBNX and WBYN. A breakdown reveals men listeners accounting for 22.9%, and women 77.1% of the foreign language audience, while men listeners to English language programs account for only 15.8% of the audience, the women 84.2%.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

in BALTIMORE
and the Central Atlantic States

Edward Petry & Co., National Representative

Buffalo's Most Powerful Transmitter Plant
MAKES
WKBW
Buffalo only
50,000
WATT STATION
Blanketing 11 Eastern Seaboard States
227,000 Square Miles
Over 12,000,000 people

New $350,000 Transmitter Plant
BUFFALO BROADCASTING CORPORATION

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFIL, Philadelphia

Walker's Austex Chili Co., Austin, 2 *sa* weekly, 26 weeks, thru Crook Adv., Dallas, Texas.
Admiracion Shampoo, Harrison, N. J., 5 *sa* weekly, 13 weeks, thru Charles Dallas Reach, Newark, N. J.
Pepsi-Cola Co., Long Island City, N. Y., 25 *sa* weekly, 49 weeks, thru Newell-Emmett, N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 19 *sa* weekly, 7 weeks, thru Ruthrauff & Ryan, N. Y.
Zerbst Pharmacal Co., St. Joseph's, Mo. (Zerbst capsules), 6 *sa* weekly, 8 weeks, thru Potts-Turnbull, Kansas City, Mo.
Willard Tablet Co., Chicago (Willard Tablets), 6 *sa* weekly, thru First United Broadcasters, Chicago.

WIND, Chicago

Mandel Bros., Chicago (dept. store), 168 *sp* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Stineway Drug Co., Chicago (stores), 7 *sp* weekly, 52 weeks, thru Martin Adv., Chicago.
Mathews Nursery Landscape Service, Gary, Ind., 5 *sp* week'y, 7 weeks, direct.
Chicago Daily News, Chicago, 24 *sa* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Esquire Inc., Chicago (*Coronet*), 36 *ta*, thru Schwimmer & Scott, Chicago.

WMAQ, Chicago

Chicago Sun, Chicago, Ill., 15 *sa* weekly, 13 weeks, thru Leo Burnett Co., Chicago.
Morton Salt Co., Chicago, 10 *sa* weekly, 4 weeks, thru J. Walter Thompson Co., Chicago.
E. J. Brach & Sons, Chicago (Swing candy bar) 3 *sa* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.
Esquire, Inc., Chicago (*Coronet* magazine), 19 *ta*, 1 week, thru Schwimmer & Scott, Chicago.

KQW, San Francisco

Cooperative League of USA, New York, weekly *sp*, thru Atherton & Currier, N. Y.
Poultry Tribune, Chicago, 3 *sp* weekly, thru First United Broadcasters, Chicago.
Sunlite Bakery, Chicago, 3 *sp* weekly, thru W. E. Long Co., Chicago.
Alameda Nursery, Alameda, Cal., 3 *sp* weekly, thru Emil Reinhardt Adv. Agency, Oakland, Calif.

KECA, Los Angeles

Kevo Products Co., Azusa, Cal. (Kevo), 2 *sp* weekly, 52 weeks, thru Barton A. Stebbins Adv., Los Angeles.
The Frito Co., Dallas (Fritos), 3 *ne* weekly, 17 weeks, Ray K. Glenn Adv., Dallas.
West Coast Soap Co., Oakland, Cal. (Powow cleaner), weekly *sp*, thru Brisacher, Davis & Van Norden, San Francisco.

KFI, Los Angeles

National Lead Co., New York (Dutch Boy paints), 8 *ta* weekly, 30 weeks, thru Erwin, Wasey & Co., San Francisco.
Langendorf United Bakeries, San Francisco, 18 *sa* weekly, 4 weeks, thru Ruthrauff & Ryan, San Francisco.
Reader's Digest Assn., Pleasantville, N. Y., (magazine), 3 weekly *sa*, thru BBDO, N. Y.

CKBI, Prince Albert, Sask

Thomas J. Lipton Ltd., Toronto (tea), 150 *t*, thru Vickers & Benson, Toronto.
McFayden Seed Co., Winnipeg, Man., 100 *sa*, thru Norris-Patterson, Winnipeg.

KGO, San Francisco

Moore's Inc., San Francisco (clothing chain), 2 *sa* weekly, thru Brisacher Davis & Van Norden, San Francisco.
Doubleday, Doran & Co., New York (Book League of America), 18 *sp* weekly, thru Raymond Spector Co., N. Y.
William Wise & Co., New York (books), 3 *sa* weekly, thru Huber Hoge & Sons, N. Y.
Walker Remedy Co., Waterloo, Ia. (Walko pou'try remedy), 5 *sa* weekly, thru Weston-Barnett, Waterloo.
Fontana Food Products, San Francisco (spaghetti), 5 *sa* weekly, thru Long Adv. Service, San Francisco.
Seasonettes Distributors Inc., Los Angeles (salt), 2 *sa*, thru Eugene F. Rouse & Co., Los Angeles.
Standard Beverages, San Francisco (Par-T-Pak), weekly *sp*, thru Brisacher, Davis & Van Norden, San Francisco.
Sealy Mattress Co., Los Angeles, 5 *sp* weekly, thru Jewell Adv. Agency, Oakland, Cal.
Shasta Water Co., San Francisco (carbonated water), weekly *sp*, thru Brisacher, Davis & Van Norden, San Francisco.
Bookhouse for Children, Chicago (books), 2 *sa* weekly, thru Presba, Fellers & Presba, Chicago.

WLS, Chicago

Hubinger Co., Keokuk, Ia. (starch), 12 *sa* weekly, 13 weeks, thru Ralph Moore Inc., St. Louis.
Peter Paul Inc., Naugatuck, Conn. (candy), 18 *sa* weekly, 52 weeks, thru Platt-Forbes Inc., N. Y.
Associated Serum Producers, Des Moines (cattle remedies), 3 *sa* weekly, 2 weeks, thru Fairall & Co., Des Moines.
Penn Salt Mfg. Co., Philadelphia, Pa., 3 *sa* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.
Grove Labs., St. Louis (cold tablets), 3 *sp* weekly, 3 weeks, thru Russel M. Seeds Co., Chicago.

CKWS, Kingston, Ont.

A. Ramsay & Son & Co., Montreal (paint), 39 *ta*, thru A. McKim Ltd., Montreal.
Canadian National Carbon Co., Toronto (Eveready batteries) 52 *t*, thru Locke, Johnson & Co., Toronto.
Best Yeast Co., Toronto (Hi-Do yeast), 27 *ta*, thru Tandy Adv. Agency, Toronto.

KFWB, Hollywood

Garrett & Co., Brooklyn (Virginia Dare wine), 15 *ta* weekly, 6 weeks, thru Ruthrauff & Ryan, N. Y.

WFAA-WBAP, Dallas-Fort Worth

Walker Remedy Co., Waterloo, Ia. (poultry remedy), 12 *sa*, thru Weston-Barnett, Waterloo.
National Biscuit Co., New York (Premium crackers), 78 *ne*, thru McCann-Erickson, N. Y.
Rit Products Corp., Chicago (dyes), 345 *ta*, thru Earle Ludgin, Chicago.
Ralston Purina Co., St. Louis (feeds), 9? *sp*, thru Gardner Adv. Co., St. Louis.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 144 *t*, 64 *ta*, thru Young & Rubicam, N. Y.
South Texas Cotton Oil Co., Houston (Crustene shortening), 156 *sp*, thru Segall & Weedin, Houston.
Breed'ove Nursery, Tyler, Tex. (stock), *t*, thru Pondrom & Collins, Dallas.
Studebaker Corp., South Bend (cars, service), 26 *ne*, thru Roche, Wiliams & Cunnyngham, Chicago.
Bu'ova Watch Co., New York, 2100 *sa*, thru Biow Co., N. Y.
Bristol-Myers Co., New York (Minit Rub, Sal Hepatica), 156 *ne*, thru Young & Rubicam, N. Y.
Byer-Rolnick Co., Garland, Tex. (Resistol hats), 26 *sa*, thru Mid-Continent Adv. Agency, Dallas.
McKesson & Robbins, Bridgeport, Conn. (Calox), 57 *sa*, thru J. D. Tarcher Co., N. Y.

WBBM, Chicago

Colgate-Palmolive-Peet Co., Jersey City (Super Suds, Palmolive Soap), 5 *ta* weekly, 47 weeks, thru Wm. Esty & Co., N. Y.
Procter & Gamble, Cincinnati (Duz), 1 *sa* weekly, 52 weeks, thru Compton Adv., N. Y.
Chicago Sun, Chicago, 16 *sa* weekly, 52 weeks, thru Leo Burnett Co., Chicago.
E. J. Brach & Sons, Chicago (Swing candy bar), 3 *sp* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.

KROW, Oakland

Curtis Publishing Co., Philadelphia (*Saturevepost*), 6 *sa* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.
Seaboard Finance Co., Los Angeles (finance), 5 *ta* weekly, 4 weeks, thru Smith & Bull Adv., Los Angeles.

KGO, San Francisco

San Francisco Remedial Loan Assn., San Francisco, 3 *sa* weekly, thru H. H. Mansfield Adv. Agency, San Francisco.
Golden State Co., San Francisco (dairy products), 3 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.

AGENCY PLACEMENT IN CANADA SHOWN

CANADA'S 49 advertising agencies in 1940 placed $29,200,000 of business, the Dominion Bureau of Statistics has announced at Ottawa, as part of the data collected in the 1940 decennial census. The amount of business was 33% over that of 1930. Gross revenues received by the agencies (including fees or commissions on billings and mechanical charges, on radio time and talent costs, etc.) amounted to $4,800,000, or 16.5 % of the total billings.

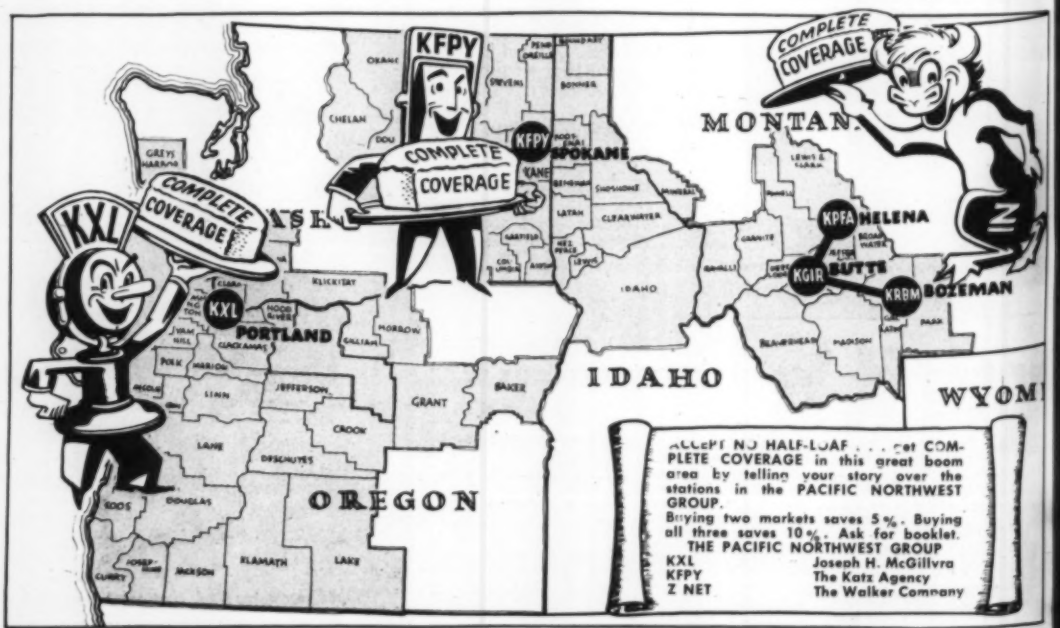
Only firms which contract for space or other advertising media and which place advertising for a client on a commission or fee basis were included in the figures shown. The 49 companies reporting, operated a total of 87 establishments. Of the gross revenue 60% was secured through offices located in Ontario, 34% through offices in Quebec, and the remaining 6% through offices in other provinces of the Dominion.

Analysis of business according to amount of billings placed by individual firms shows:

Billings	*No. firms*	*Amount*	%
Below $100,000	14	$ 585,000	2
$100,000-$500,000	19	$ 5,371,400	18.4
$500,000-$1,000,000	7	$ 4,906,500	16.8
$1,000,000 or over	9	$18,361,500	62.8
	49	$29,224,400	100

Sewing Contest Spots

NATIONAL Sewing Contest, New York, which holds an annual competition for women of all ages, will use radio for the first time to introduce and conduct the contest in the New York metropolitan area, from March 1 through April 15. Martha Deane's five-weekly woman's program on WOR has been selected by the NSC to give helpful hints, rules and discussions of the contest to feminine listeners as part of its daily half-hour period. Prizes in the "Martha Deane Sewing Contest" amount to $500 in War Bonds, winners in the finals to compete in the national finals for additional War Bond prizes.



Radio Advertisers

SE MFG. Co., Beacon, N. Y., will t a test campaign on WABC, New k, March 9, for Tri-Ogen rose y and other insecticide and plant-rition products, making its first use radio. In addition to thrice-weekly rticipations on Adelaide Hawley's mas's *Page of the Air*, firm will e participations on WLW, Cincin-i. Success of the test will determine ther Rose will extend the cam-gn through the summer and add r stations. Picard Adv., New k, handles the account.

ORGE L. MENTLEY, former na-nal sales manager of Frosted Food ts Corp., New York, has been ned president of Q-F Wholesalers c., newly organized subsidiary of eral Food Corp., New York. The r company handles direct distribu-n of Bird's Eye frosted foods to the ail trade in New York, Boston and iladelphia areas. C. D. Suydam has n named vice-president of the new olesale unit.

LANGER BREWING Co., Phila-lphia, has started sponsoring a ening program of news, features d editorials, on WIBG, Philadel-hia. J. M. Korn Agency, Philadel-hia, handles the account.

ITO PRODUCTS Co., Azusa, Cal. d beverages), new to radio, on rch 8 started for an indefinite peri-d using thrice-weekly participation in *mmaker's Club*, on KHJ, Holly-od. Agency is Barton A. Stebbins c., Los Angeles.

You keep customers when you KEEP SPOTS BEFORE THEIR EARS!

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

Woods Wins

MARK WOODS, president of the BLUE, was winner of the $100 first prize on the March 1 *True or False* program, when it originated in Millburn, N. J., for a Red Cross benefit performance. A resident of Short Hilles, N. J., Mr. Woods, as one of a group of prominent Jerseyites pitted against six Red Cross workers, donated his prize to the Red Cross. The program is sponsored on the BLUE by J. B. Williams Co.

NATIONAL SCHOOLS, Los Angeles (machinists), in a 13-week campaign which started Feb. 22 is sponsoring a daily quarter-hour newscast on KFAC, that city. Adolph Wenland Adv., Los Angeles, has the account.

BAYWOOD PARK ESTATES, Morro Bay, Cal. (real estate), on Feb. 19 started sponsoring a series of quarter-hour programs of recorded music and news on KRKD and KHJ, Los Angeles. Other stations will be added. Advertising Arts Agency, Los Angeles, has the account.

VEGETRATE Co., Los Angeles (Vege-broth, dehydrated soup), in a 13-week campaign started March 1 is sponsoring five-weekly participation in the morning program, *Family Nutrition in Wartime*, on KFWB, Hollywood. Other national participating sponsors serviced by Los Angeles agencies include National Biscuit Co. (Shreddies), through Botsford, Constantine & Gardner; Wilson Packing Co. (meats), thru Brisacher, Davis & Van Norden; Seasonettes Distributors (seasoning salt) and Van Camp's Inc. (Tenderoni), through Eugene F. Rouse & Co.

BENJAMIN MOORE Co., New York (paint, Chicago branch) on March 6 began sponsoring a Saturday morning quarter-hour program, *Betty Moore Day*, on WLS, Chicago. Betty Moore discusses interior decorating problems. Contract for 13 weeks was placed direct.

WOODALL ORTHOPAEDIC Appliance Co., Los Angeles, new to radio, has started *Facing Facts With Hal Styles*, thrice weekly quarter-hour on KFWB, Hollywood. Contract is for 52 weeks. Agency is Lockwood-Shackelford Adv., Los Angeles.

FOREMAN & CLARK, Los Angeles (chain clothiers), on March 1 started sponsoring a daily early morning program, *Today in the News*, on KFI, that city. Contract is for 39 weeks. Ted Meyers is commentator. Agency is Botsford, Constantine & Gardner, Los Angeles.

CONSOLIDATED MERCHANTS, Los Angeles, cooperative organization maintained by merchants and defense industry plants, on March 1 started sponsoring a five-weekly quarter-hour program, *Help Wanted*, on KFWB, Hollywood. Joe Yocam and Lynn Howard handle the program, discussing positions open and necessary qualifications. Contract is for 52 weeks, with placement through Charles H. Stahl Adv., Hollywood.

ROBERTS BIOLOGICAL Laboratory, Toronto (Vitavax cold capsules), has started announcements on a number of Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

MANCHESTER BISCUIT Co., Fargo, N. D., has renewed for 26 weeks its five-weekly quarter-hour schedule on seven NCBS stations and added two more NCBS outlets for a total of eight. Account is handled by George H. Hartman Co., Chicago.

Cheers FOR 18 WINNERS

—the radio champions who led the field in the 1942 Fame-Motion Picture Daily Poll—all heard over

WMAQ

WMAQ WMAQ WMAQ WMAQ WMAQ WMAQ WMAQ WMAQ WMAQ WMAQ WMAQ WMAQ WMAQ WMAQ WMAQ

BILL STERN — Best Sports Announcer.

BING CROSBY—Best Master of Ceremonies, Best Male Vocalist (popular).

KEN CARPENTER—Best Announcer.

FANNY BRICE—Best Comedienne.

FIBBER McGEE & MOLLY—Best Comedy Team.

RICHARD CROOKS—Best Male Vocalist (classical).

TOSCANINI—Best Symphonic Conductor.

BOB HOPE—Champion of Champions, Best Comedian, Best Comedy Show.

DINAH SHORE—Best Female Vocalist (popular), Year's outstanding New Star.

VIC AND SADE—Best Daytime Serial.

ONE MAN'S FAMILY—Best Dramatic Serial.

KRAFT MUSIC HALL—Best Variety Program.

INFORMATION PLEASE—Best Quiz Show.

ARMY HOUR—Best Government War Program.

These stars-of-stars have built and are holding a vast radio audience for your campaign. In the great Chicago Market, it's

WMAQ

THE STATION MOST PEOPLE LISTEN TO MOST

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

FISHER FLOURING MILLS Co., Seattle, Wash. (Zoom), has started sponsoring David Gilmore, early morning philosopher, once a week on KPO, San Francisco. Agency is Pacific National Adv. Agency, Seattle.

SCHWARTZ & GRODIN, Oakland, Cal. (men's clothing), has started four five-minute newscasts weekly on KLX, Oakland. Agency is Theodore Segall & Assoc., San Francisco.

NATIONAL BIRTH RECORDS Service, Los Angeles, recently started *Songs of the Range*, quarter-hour, three times weekly on KLX, Oakland, Cal. Agency is United Adv. Cos., Chicago.

CAMPBELL'S FOODS, Des Moines, Ia. (vitamin products), recently started two participations weekly on the *KLX Kitchen* program on KLX, Oakland, Cal. Account handled by Meneough Adv. Agency, Des Moines, Ia.

STANDARD BRANDS, Montreal (Fleischmann's yeast), has renewed its thrice-daily announcement campaign on 42 Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

AUGUST C. RAGNOW, once with the advertising department of Swift & Co., Chicago, and of the production staff of Aubrey Moore & Wallace, Chicago, has been appointed advertising manager of Florsheim Shoe Co., Chicago.

MOVIE COSMETICS Inc., Los Angeles (hair curlers), has started 6 five-minute programs weekly on KLX, Oakland, Cal. Agency is Sterling and Assoc., Los Angeles.

LINDEN RADIO SERVICE, Baltimore (repairing), recently started six announcements weekly over WFBR, Baltimore. I. A. Goldman & Co. has the account.

MAHONY-TROAST Co., Woodridge, N. J., used a three-quarter-hour period on WOR, New York, recently to broadcast ceremonies accompanying award of Army-Navy E for outstanding production.

ELECTRIC RAZOR Repair Service, New York, entered radio for the first time March 1 with a test campaign on WABC, New York, using thrice-weekly participations in Arthur Godfrey's early morning program, 6:30-6:55 a.m. Agency is Ray-Hirsch Co., N. Y.

Nurses Enrolled

IN RESPONSE to the NBC-Red Cross recruiting drive through the program *That They Might Live*, heard on NBC Sundays, and the transcribed series *March of Mercy*, heard on local stations, a total enrolment has been tabulated of 1,061 nurses, 2,057 nurses' aides and 7,440 home nursing students.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

SOLD AND SIGNED on a 52-week basis, the new five-weekly commenta featuring Gen. David Prescott Barrows, West Coast educator, occup attention of this executive quartet. Begun Feb. 22, the quarter-h series is sponsored by Union Oil Co. of California on 9 Don Lee Pac Coast stations. Program launchers are (l to r) Reese Taylor, presid of Union Oil Co. of California; Gen. Barrows; Lewis Allen Weiss, vi president and general manager of Don Lee Broadcasting System, a Don Belding, Los Angeles manager and chairman of the board of Fo Cone & Belding, successor to Lord & Thomas, nationwide agency.

Jurisdiction Issue Pressed by Miles

Declaratory Judgment Sought To Restrain FTC Action

FEDERAL courts can issue declaratory judgments defining the jurisdiction of the Federal Trade Commission, Miles Labs., Elkhart, Ind., maintained in a brief filed last week, supporting its action in the U. S. District Court for the District of Columbia to prevent FTC from issuing a complaint against it.

The Miles reply answers the FTC motion for dismissal, filed with supporting brief last month [BROADCASTING, Feb. 15]. The case now is ready for argument before the court.

Issue Is Jurisdiction

Originally, Miles sought relief when FTC notified the firm that complaints would follow if advertising or labels for three products were not adjusted. Miles said that FTC usurped the jurisdiction of the Food and Drug Administration, and asked for declaratory judgment to prevent the Commission from acting [BROADCASTING, Dec. 21].

In brief, Miles alleged that declaratory judgments are based on "the right of individuals or corporations to be exempt from unreasonable demands and regulations which, by themselves, are unwarranted and illegal." The firm said that in issuing declaratory judgments the court does not interfere with the administrative activities of FTC, since the only issue is whether the Commission has jurisdiction. By ruling on that issue now, the Court saves time and expense, the argument continued.

Miles also said that FTC, in basing its case on its jurisdiction over unfair methods of commerce was evading the issue. From the wording of the original FTC le ters, Miles said, it is clear that the Commission is actually trying t regulate labeling, a function whic the medicinal remedy firm claims belongs with the Food & Drug Ad ministration.

In its brief last month, FT denied that the District Court ha the right to issue declarator judgments. The Commission sai a complaint did not constitute controversy, and that Miles coul not resort to the courts until cease and desist order had actuall been issued.

Seven Kentucky Statio Form Regional Netwo

SEVEN Kentucky stations, inclu ing the three owned by the Padu Broadcasting Co., of which Pi E. Lackey is president, ha formed a regional network offer coverage of the seven markets a group rate. Live or transcri programs and announcements m be originated at any of the se stations, which include WSO Hendersonville; WHOP, Hopki ville, and WPAD, Paducah, t Lackey stations; WLBJ, Bowli Green; WHLN, Harlan; WGR Louisville, and WOMI, Owensbo

At a recent meeting with John Toothill, general manager of Bur Smith Co., Chicago, exclusive n tional representatives, membe station representatives discuss programming and rate structur Present were: Pierce E., F. Ern and Hecht S. Lackey of the thr Paducah Broadcasting Co. st tions; Ken Given and Jake Caus WLBJ; Richard B. Helms and Francke Fox, WHLN; J. Port Smith and Charles Lee Harr WGRC, and Hugh O. Pott WOMI.

WIS
COLUMBIA, S. C.
5000 Watts Day and Night
560 KC • NBC
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Agencies

S H. WRIGHT, formerly of Inc., Detroit, and Lord & , New York, has joined H. W. & Sons, Chicago, as account tive for a division of Proctor & le. Alice Wisecarver, formerly of ton Adv., New York, has joined opy staff.

PECK, for the last eight s in the NBC press department, joined the publicity department Benton & Bowles, New York.

RROLL O'MEARA, business man- of Young & Rubicam, Hollywood, April 1 joins the OWI in San ncisco. Assigned to the Overseas ision, he is to be in charge of all lish language broadcasts to the ic war theatre.

LLIAM R. BAKER Jr., executive e-president of Benton & Bowles, York, is in Hollywood for semi- al conferences with Al Kaye, l manager.

NCAN JENNINGS, former con- ity editor of KTAR, Phoenix, has ed Little & Co., Los Angeles, in rge of radio and copy.

GENE I. HARRINGTON, execu- e vice-president of Foote, Cone & ding, and manager of the San ncisco office, on March 1 was trans- red to New York. Herbert K. gnolds, also a vice-president, has en over management of the San ncisco office.

RTLE WRIGHT has left H. W. ton & Sons, Chicago, to join Leo rnett Co., Chicago, as radio traffic nager. Marian Nelson, formerly of n. E. Jones Radio Production, icago, and Wade Adv. Agency, Chi- o, has joined Leo Burnett Co. as assistant to Frank Ferrin, radio ector.

LENN KYKER has been named ra- director of Simons-Michelson, De- t.

HAYER RIDGWAY, account ex- tive on Calvert Distillers for Len- n & Mitchell, New York, has been ointed vice-president.

IGS BARTMESS, for five years the research department of Benton Bowles, New York, has left for the al Training School, Quonsett, R. I. e is an ensign.

DNEY SENZER, copy head and unt executive of Newell-Emmett . New York, has been named copy ef of William H. Weintraub & Co., w York.

V. ECHTERNACK, former news ter of KHJ, Hollywood, has joined ymond R. Morgan Co., that city, account executive.

VIOLA BURNS of the audition department of Young & Rubicam, New York, has been named director of that division, succeeding Robert Novak, who has been assigned other radio production duties.

ED RICE is on leave from the production staff of J. Walter Thompson Co., New York, to direct programs, as a freelancer for the OWI, New York.

PORTER BIBB, former head of radio publicity of BBDO, New York, and until recently project director of the Advertising Council, has joined the service department of Arthur Kudner Inc., New York. Donald E. Gibbs, previously associated with Buchanan & Co., New York, and recently on special assignment for the Treasury Department, has joined the copy department.

EDMUND WOODING, previously of Foote, Cone & Belding, New York, has joined the copy staff of Wendell P. Colton Co., New York. J. Everett Hoffman, former production manager of Wildrick & Miller Inc., New York, has joined Colton.

HERB POLESIE, former radio director of Sherman & Marquette, both in New York and Chicago, on March 1 joined CBS as a producer.

RICHARD R. BLACKWELL and Walter Palmer have been elected vice-presidents of BBDO, New York. Both began their agency work with George Batten Co., which subsequently merged to form the present agency. Mr. Blackwell was a newspaper writer and a copywriter of McGraw-Hill before joining Batten in 1923. Mr. Palmer, who joined in 1919, has been specializing in copy on packaged goods.

CHARLES L. HUNTER, retired chairman of the Trunk Line Assn., passenger department, has joined Caples Co., New York.

OTIS BEEMAN, once an account executive of Aubrey, Moore & Wallace and McCann-Erickson, Chicago, has joined the newly formed Wallace-Ferry-Hanly agency in Chicago, as assistant to Mr. Wallace. Birdie Zumpf and Marian Fahey from Aubrey & Moore have also joined Wallace-Ferry-Hanly.

H. L. HOWERTH, assistant radio director of Baker Adv. Agency, Toronto, has joined the RCAF. He is replaced by Mrs. Hazel Blair.

CAMPBELL-EWALD Co., eastern division, has moved its offices from 1230 Sixth Ave. to 10 Rockefeller Plaza, New York.

Potter Leaves Compton For Commission in Navy

WITH announcement last week by Compton Adv., New York, that Daniel P. Potter, manager of network radio, was leaving the agency to take a commission in the Navy, several shifts were made in the radio timebuying department. Murray Carpenter, who has been space buyer for newspapers, and William Maillefert, radio timebuyer, will jointly supervise all timebuying activites for Compton.

Frank Kemp, timebuyer, is now in charge of network buying, and John McSweeney of the media department is buying all spot campaigns for the Procter & Gamble Co. account. Harriet DeLille, formerly of Newell-Emmett Co., New York, has joined Compton to serve as buyer of spot time on all Compton accounts other than P&G. Walter Mayer of the radio department has been shifted to the newspaper section of the media department.

"...scripts equalling in quality and often surpassing network shows." KFNF

● A new series of ASCAP Radio Program Service shows is available without cost to any ASCAP-licensed station. These programs are written in complete understanding of the problems of both Program and Commercial Manager. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

SARATOGA

A PROSPEROUS PORTION* of the 1½-Billion-Dollar-Market put together BY THE POWER THE PROGRAMS THE POPULARITY

HATHORN, COESA, OR GEYSER? Those are three types of mineral water to choose from at Saratoga Spa.

MADE A GLAMOR-SPOT by its springs and baths, its racetracks, its resort atmosphere, Saratoga sees its population rise from less than 14,000 in winter to 55,000 during "the Season."

NATIVE SARATOGIANS, though, point with pride to the city's work-a-day side —industrial plants which turn out about $5,000,000 worth of products annually.

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1½-billion-dollar retail market. WGY—with the region's highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC's great shows, plus such topflight local programs as "Speaking of Books," the "Market Basket," and the "Farm Paper of the Air," give 'GY 3½ times as many listeners as the next nearest station.

WGY's first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today WGY is a regular listening habit in the 748,800 radio homes of the Hudson Circle.

**A market which includes such cities as Schenectady, Troy, Albany, Pittsfield, Utica, Binghamton, Burlington, Elmira, Kingston, Poughkeepsie, Rome and Amsterdam.*

WGY-101

GENERAL ELECTRIC'S
of WGY
SCHENECTADY, NEW YORK

Foote, Cone & Belding Shift Moves Cashman Up

IN A GENERAL shift of executive positions in the radio department of Foote, Cone & Belding, New York, last week, Edward Cashman, who has been radio director of the agency, was named assistant to Emerson Foote, executive in charge of the New York office. Mr. Cashman will be executive director of the Lucky Strike account, while his assistant, John Loveton, will be radio director of the same account.

Mr. Cashman

Paul Philips, who also has been working with Mr. Cashman, is now assisting Mr. Loveton, and Jack Meakin, who recently joined the agency from Wm. Esty & Co., has been named director of the Lucky Strike *Hit Parade* and *All-Time Hit Parade* on CBS and NBC, respectively. Carl Stanton, former account executive for American Tobacco Co., has been appointed radio director of the agency's other accounts.

Americana

WHEN President Roosevelt told the momentous story of Casablanca on a four network hookup, it is said that 56,000,000 Americans tuned in. But Mr. Roosevelt used a few minutes over his scheduled half-hour. And in the control room of KDB, Santa Barbara, the telephone rang merrily an even 11 times as adults and kiddies alike asked, "When are we going to hear the Lone Ranger?"

B & B Names Craig

WALTER CRAIG, of the radio department of Benton & Bowles, New York, since last fall, has been named head of the department, replacing Kirby Hawkes, who is entering the armed forces in the near future. Mr. Hawkes continues in an advisory capacity at the agency until he is sworn in. Assisting Mr. Craig will be Don Cope, who has supervised production for numerous B & B programs during the last seven years, and Roy Bailey, who will supervise scripts.

PLENTY OF RADIOS were donated to supply soldiers in camps and hospitals of the New Orleans area, after a few brief plugs on *Down Buster*, early morning program of WWL, New Orleans. Louie Bono (l), the "Dixie Buckaroo" of the program, and Irvine Vidacovich, musical director and m.c., congratulate each other on the first day's haul.

RADIO TO ASSIST BLACK MART DRIVE

A SPECIAL radio and press advertising campaign to fight the black market in meat is being mapped by OPA, Price Administrator Prentiss M. Brown told his news conference last Wednesday.

Although plans are still incomplete, Lou R. Maxon, Detroit advertising executive now handling OPA public relations, said that it probably would involve use of food industry paid time, in addition to the time already given by food people cooperating in the six-point OWI overall Food Campaign [BROADCASTING, Feb. 8].

The advertising drive would be part of a four-point offensive against the black market, including "community ceilings" on meat, licensing of slaughterers, and prosecution of offenders. Copy would stress the dangers of eating black market meat.

Extent of the radio advertising has not been determined, nor has OPA yet learned whether it will result in the purchase of additional time by the meat industry. Since black markets are considered an emergency rationing problem, it is probable that complete plans will be approved within a few days.

TRANSCRIPTIONS of the weekly *BLUE Free World Theatre*, half-hour program endorsed by the OWI, are being made in the Spanish and Portuguese languages under supervision of the Office of Coordinator of Inter-American Affairs for release to Latin American republics.

American Tobacco Signs Self-Renewal on WNEW

SECOND self-perpetuating contract which renews itself automatically every 13 weeks was signed Feb. 24 with WNEW, New York, by American Tobacco Co., New York. Contract covers promotion of Lucky Strike cigarettes on a varying schedule on Martin Block's *Make Believe Ballroom*, and involves about $85,000 annually.

Such an arrangement, it was explained, saves both the station and the advertiser the periodic trouble of drawing up new contracts. Agency is Foote, Cone & Belding, New York.

Coast Chain Quiz

GRAYSON'S SHOPS, Los Angeles (women's apparel), occasional user of spot radio, on March 14 starts a weekly half-hour quiz program featuring Ken Murray, comedian, as m.c. on 7 CBS Pacific stations (KNX KARM KROY KQW KOIN KIRO KFPY), Sunday, 8:30-9 p.m. (PWT). Contract is for 52 weeks. Titled *Stop and Go*, weekly program will be built around ability of contestants to answer questions of global geography as illustrated by a huge map to be hung in the studio. Six questions are to be asked each contestant for a total of $80. Failure to answer results in money lost going to any charity contestant requests. Agency is Milton Weinberg Adv. Co., Los Angeles.

B & B Adopts Unit

BENTON & BOWLES, New York, has "adopted" Company A, 399th Infantry Regiment, Fort Jackson, S. C., to equip the unit's recreation room. Members of the agency have contributed to a cash fund and have sent books, magazines and records to the men. The company also received "adoption papers," illustrated by the art department.

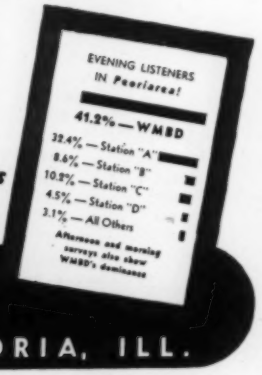
THE RIGHT INTRODUCTION

Builds Solid Friendships

No outsider has built the enduring friendships that WMBD enjoys in PEORIAREA! Folks here depend on Peoria's only radio station for entertainment, news, and public service features. It's the *one* medium that gives complete coverage of PEORIAREA—17 of Central Illinois' richest agricultural-industrial counties.

NEW CONLAN SURVEY SHOWS WMBD DOMINANT

36,955 completed calls survey by Robert S. Conlan & Associates proves WMBD far out in front morning, afternoon, and evening. It's an eye-opener!


EVENING LISTENERS IN Peoriarea!
41.2% — WMBD
32.4% — Station "A"
8.6% — Station "B"
10.2% — Station "C"
4.5% — Station "D"
3.1% — All Others
Afternoon and morning surveys also show WMBD's dominance

HEART OF ILLINOIS

WMBD

PEORIA, ILL.

FREE & PETERS, INC. Exclusive National Representatives

CALL *Free & Peters or write WMBD*

* * *

WMBD IS A MEMBER OF CBS

BRITISH COLUMBIA LAND OF OPPORTUNITY

First With National Business, Too

CJOR

Now More Than Ever 1

EXTRA SALES IN ST. LOUIS, MO. WHEN YOU USE KXOK

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

Drive to Revamp FCC Begun

(*Continued from page 8*)

tion and leeway. Licenses, by whatever they might be called, would be regarded as instruments from which appeals could be based. Statutory standards would be invoked in transfers of stations to clear up controversy.

To prevent the Commission from regulating the business of broadcast stations the new bill sets up guide-posts for the Commission which would prevent it from exercising supervisory control of programs, program material, business management or other policies of stations. It also effectively would eliminate any vestige of doubt about censorship or interference with the right of free speech.

"The charge is made that the Commission is attempting to control both the character and source of program material and the contractual or other arrangements made by the licensee for the acquisition of such material," Senator White said. He added the amendment proposed "spells out in black and white" what is believed to be not only the original intention of Congress but its present intention, in the hope that confusion and controversy can be eliminated.

Political Protection Sought

An entirely new section would require the identification of the speaker in the case of broadcasts dealing with public questions, either local, state or national. This section merely would carry the principle of identification beyond commercial sponsorship and make it obligatory for the station to show not only who the speaker is but whose views he expresses. Senator White said it was unfortunately a fact that most propaganda by radio is found in sustaining programs or those having no commercial sponsor. The name of the speaker, the office held by him, whether it is elective or appointive, would have to be stated.

Another new provision, and one heartily endorsed by Senator Wheeler, would require the station to afford a right of reply, where public officials, other than the President, use the station for discussion of political questions. This right is to be exercised by the accredited representative of the opposition political party or parties, and is to be afforded upon the same terms and conditions as the initial discussion. This provision substantially enlarges the scope of the so-called political section of the existing act, which simply affords equal rights to qualified candidates for public office, if in the first instance, the station has allowed its facilities to be used.

Another new section, likewise advocated by Senator Wheeler, would enlarge the political section so that equal opportunity would be given both sides of any controversial question under public discussion, whether or not the individuals involved are duly qualified candidates for public office. Broadcasters, however, are given the right to delete any material that might be regarded as libelous, through advance submission of scripts.

No Political Deletions

The section specifically provides that in all cases the right of reply shall be afforded "upon the same terms and conditions as the initial discussion," and authorizes the Commission to make such rules and regulations as are necessary to carry out the provision. This would mean, it is presumed, that if a speaker on one side of a public or political question has a network of 50 stations, the opposing speaker is entitled to an equal number of outlets, to make for the same audience opportunities.

Apropos the censorship aspect, the bill provides that a station licensee shall not have the power to censor or alter script or in any way affect or control the "political or partisan trend of any material" submitted by the speaker. Censorship would only extend to elimination of material which advocates overthrow of the Government by force or violence, or which might subject the licensee to damages or penalties.

A number of sections in the bill are given over to appellate and procedural provisions, largely advocated by a committee of the Federal Communications Bar Assn., and by the Attorney General's Committee on Administrative Procedure. A direct appeal to the Supreme Court to insure review of cases involving important issues affecting the continued operation of stations would be provided. This was premised on the fact that since the organization of the FCC in 1927, the highest tribunal has granted certiorari in only one case upon the application of an individual litigant, whereas practically all of the Government's requests for review have been granted.

The declaratory ruling provision, proposed by Neville Miller, would provide a means by which applicants and licensees may have a judicial determination as to questions of vital importance to their business "without putting in jeopardy their very business existence", said Senator White.

'Sanctions' Would Be Out

The final section, which would prevent the FCC from effecting any "sanctions" upon licensees, was explained by Senator White as one designed to curb "an alleged tendency upon the part of the Commission to discriminate in a manner not authorized by the statute between applicants for broadcast and other related facilities and to require as a condition to grants made, the doing of acts which the Commission has no authority under the statute to require."

Discussing administrative tribunals generally, Mr. White said they are not authorized to set themselves up as general legislative bodies, making their own rules of conduct and decisions wholly apart from and beyond the language of the statute. The tendency to do this, prevalent among virtually all administrative agenices, "has recently become very aggravated at the Commission. This, in our opinion, must be arrested by the enactment of specific legislation along the lines here suggested," he added.

Paramount Chainbreak

CHAINBREAK announcements, plugging the *Lux Radio Theatre* and the Paramount picture "Reap the Wild Wind," were to be placed before or after the Lux program March 8 on 19 CBS affiliates which carry the series. Lux program tonight is to present special dramatization of the film. Stations for special campaign are WNBF WMMN KGDM WNOX KRLD WPAR WRDW WDAE WTAD WLAW KARM WKZO WFBL WCKY KOIN WCSC WMBR WKBN WJNO. Agency for Paramount is Buchanan & Co., New York, and for Lever Brothers Co., Cambridge (Lux) J. Walter Thompson Co., New York.

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
CFNB Signal strength increased 25%

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Lowest Cost per Listener In the Tri-City Area
TROY - ALBANY- SCHENECTADY
WTRY
TROY, NEW YORK
1000 Watts at 980 Kc.
The ONLY Basic BLUE Station In Eastern New York
Represented by RAYMER

Dominant NBC Basic Red Network Station on the Delmarva Peninsula
WDEL
1150 K. C. • WILMINGTON • DELAWARE
A Better Sales Buy Than Ever
5,000 Watts day and night.
In one of the country's foremost war production areas.
At exceptionally low cost, covers the Delmarva Peninsula and southern New Jersey. Write direct or to:
Sales Representative
PAUL H. RAYMER CO.
New York · Chicago
San Francisco

Role of Radio in Raid Alerts Fixed at Army-Code Meeting

Technique for Blackout Signals to Be Worked Out; Censorship Office to Issue Rider to Code

DIFFERENCES between the Army's new blackout signal system for the East and the Code of Wartime Practices for American Broadcasters [BROADCASTING, March 1] have been ironed out and radio will be given a prominent role, should an actual enemy attack occur.

As a result of a meeting in Washington last Tuesday between ranking officers of the Eastern Defense Command and the Office of Censorship, a rider to the revised Code of Feb. 1, 1943, will be issued by Censorship, advising the industry to cooperate with the Army in blackout or air raid warnings.

Conflict Over Code

Bone of the contention was a conflict between the Eastern Defense Command's new air raid signal system and Paragraph (e), section II of the Code which admonishes broadcasters not to encourage listeners to depend on the medium in event of an actual attack. The Defense Command's new signals, published widely throughout the East, urged the public to listen to the radio for the all-clear.

When the Office of Censorship called the Code provisions to the attention of the Army, the Eastern Defense Command contended the broadcast of all-clear signals fell under the classification of the same paragraph which reads: "This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted."

Most broadcasters and some of the radio news wire services, asked by the Army to announce the all-clear in New York a fortnight ago, placed a different interpretation on the Code.

Although the Army has not announced its complete plans for the East, it was learned that under the proposed setup, certain frequencies are to be designated in each city for the possible broadcast of brief official messages or instructions, even during an actual raid. Consequently in widely published charts announcing the new air raid signal system, indications were that the public should depend on radio for the all-clear.

To avoid a conflict with Paragraph (e) Section II of the Code, which was inserted at the insistence of the Army, the Office of Censorship shortly will issue a rider to the revised Code. Previously the Army had requested Censorship to caution radio against asking listeners to depend on the medium for advice.

For more than a year the Western Defense Command has been operating smoothly with its own system of air raid warning signals. Until late February blackouts in the East had been under supervision of the Office of Civilian Defense, with the Eastern Defense Command taking little part. Under the new setup the Army will be in charge, assisted by the OCD.

Danger of Attack

Director James M. Landis of the OCD last week urged all areas, except the Western Defense Command, to adopt the new eastern system of air raid alerts, which were put into effect by Gen. Hugh A. Drum, commanding general, Eastern Defense Command.

In the new system sirens, which have been banned from police, fire and other emergency vehicles, will be used only in blackout tests or actual raids. A long blast of the siren, known as the blue, heralds the approach of enemy craft; a series of short, staccato blasts called the red, means the enemy has arrived. Another long blast, or blue, is sounded when the enemy aircraft has passed over and a few minutes later, at the direction of the local commanding officer, radio broadcasts the all-clear.

AUDITION BY PHONE WITH Sells Hour Program By Remote Hookup

WHEN the advertising manager of Phillips Roofers, Baltimore, was unable to get to the studio of WITH, that city, to audition a prospective hour program, Dick Rudolph, salesman, piped the show to the control room loudspeaker, and called his client on the phone.

Client listened, and bought for 52 weeks, sight unseen. Program is *Memory Lane*, with Woody Frisino, pianist, and Ray Baker's poetical background.

Heinz Honey Plans

H. J. HEINZ Co., Pittsburgh, this Spring will be the country's largest marketer of honey through an arrangement with W. F. Straub & Co., Chicago, which operates the world's largest apiaries. The Heinz Co. has installed honey packing facilities in its factory in Muscatine, Ia. Advertising plans have not been announced. Maxon Inc., Detroit, is agency.

Lt. Utley Killed

FIRST LT. LOUIS H. UTLEY, formerly with NBC in the mail room, was killed in a raid on St. Nazaire, France, Feb. 16, according to word received by his parents, Mr. and Mrs. Louis S. Utley of Forest Hills, Long Island. Utley was in the Army Air Forces, serving as a navigator on a Flying Fortress.

AGENCY Appointments

AETNA LIFE INSURANCE Co., Los Angeles, to Eugene F. Rouse & Co., that city, for Southern California. Spring spot campaign being planned.

TROPICAL PRODUCTS Corp., Los Angeles (pharmaceutical), to Eugene F. Rouse & Co., that city. Regional radio planned for near future. David R. Fenwick is agency account executive.

E. J. BRACH & Sons, Chicago (candy), to Sherman K. Ellis & Co., Chicago.

CHESAPEAKE & OHIO Railway Co., Cleveland, to Kenyon & Eckhardt, N. Y.

GUM LABS., Clifton Heights, Pa., to McCann-Erickson, New York, for Ivorine Peroxide Medicated Gum. No radio contemplated this year.

INTERSTATE RESERVE LIFE Insurance Co., Chicago, to J. L. Stewart Agency, Chicago. Newspapers, magazines and radio planned.

PITTSBURGHER HOTEL, Pittsburgh, Pa., to W. Earl Bothwell Adv. Agency, Pittsburgh. Radio, newspapers, magazine, trade papers and outdoor signs will be used.

ARNOLD ENGINEERING Co., Marengo, Ill. (magnets for aircraft, marine, radio and electrical instruments), to Burton Browne Adv., Chicago. Business papers will be used.

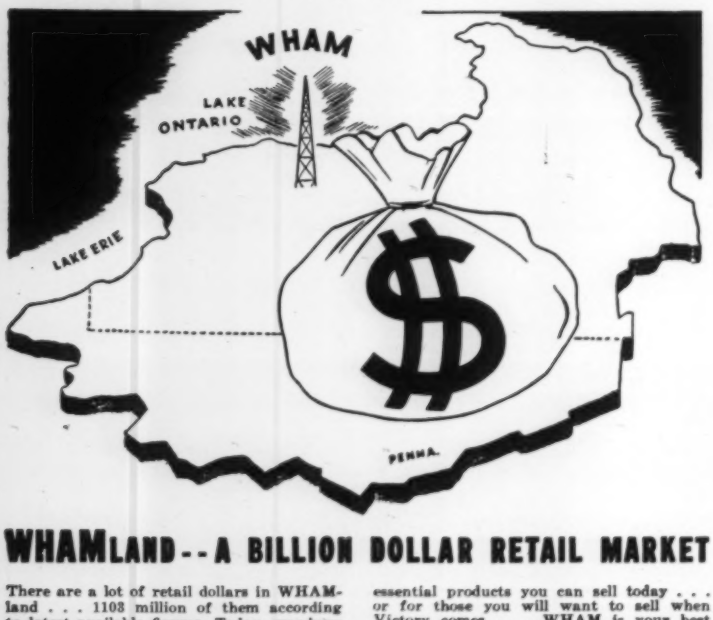
COOPERATIVE OLIVE Products Assn., Fresno, Cal. (Cal-Crest bottled olive oil), to Brisacher, Davis & Van Nordes, Inc., San Francisco.

MILROSE PRODUCTS Co., New York (Rad cleanser). Radio is planned. Advertising placed direct.

MACFADDEN PUB., New York, to Sweetfager & Hixon, N. Y.

MORRIS ROSENBERG Co., Los Angeles (Rose peanut butter), to Gerth-Pacific Adv., that city.

ALFRED DUNHILL Inc., of London, New York, to St. George & Keyes Inc., New York, for all products (pipes, women's bags, etc.). No radio contemplated for present.



WHAMLAND--A BILLION DOLLAR RETAIL MARKET

There are a lot of retail dollars in WHAMland . . . 1103 million of them according to latest available figures. Today, war-busy WHAMland is piling those dollars higher and higher . . . and putting a patriotic percentage of them into U. S. War Bonds and Stamps.

To earmark that buying wealth for the essential products you can sell today . . . or for those you will want to sell when Victory comes . . . WHAM is your best buy. Its clear-channel, 50,000 watt signal gives you primary coverage of an entire 43 county area. Its program leadership makes 1180 on the dial the focal point of intensive listenership in the area's 900,000 radio homes.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

"The Stromberg-Carlson Station"

IDAHO'S BEST FREQUENCY
930 Kc.
Smart Advertisers Use
KSEI
POCATELLO, IDAHO
National Representatives
The Walker Co.
Homer Griffith Co.

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
Rock Island Arsenal Up 387% since Sept. '39. Uncle Sam's workers make good customers.
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

INSPECTION TOUR of KGER, Long Beach, Cal., new transmitter building was made by (l to r): C. Merwin Dobyns, owner-manager, and Jay Tapp, technical director, under whose supervision equipment was installed. Modern in design and RCA equipped throughout, with Model 5-E transmitter, the plant already is operating under its new power.

FDR Crossley Declines On Broadcast of Feb. 22

PRESIDENT ROOSEVELT'S four-network broadcast on Washington's birthday, Feb. 22, 10:30-10:46 p.m., was heard by 48% of radio set ownres, according to a survey by the Cooperative Analysis of Broadcasting. CAB rating for the Presidential address on Lincoln's birthday, Feb. 12, was 47. C. E. Hooper Inc., New York, reported a rating of 57.1 for the Feb. 12 talk, and 45.7 for the address on Washington's birthday [BROADCASTING, March 1].

Two network programs broke audience listening records during February, according to reports released by the Cooperative Analysis of broadcasting. Fibber McGee & Molly set a new all-time high for half-hour programs with a CAB February rating of 44.5. The *Kate Smith Speaks* program broke all CAB day-time records with a rating of 13.5.

Fidler Suit Avoided

AVERTING possible court action by Herman Shumlin, producer of "The Corn is Green" and Ethel Barrymore, star of the show, now on tour, against Jimmie Fidler for a remark about Miss Barrymore's health on his Feb. 28 broadcast on the BLUE, the network two days later broadcast a retraction of the Fidler remark. Fidler's "exclusive" item about Miss Barrymore stated that the actress was "suffering recurrent attacks of a nervous ailment," a report denied by both Miss Barrymore and Mr. Shumlin, who added that some cancellations of tickets resulted.

Gillette Fights

GILLETTE SAFETY RAZOR Corp., Boston, sponsor of Madison Square Garden bouts on Mutual, has scheduled the Tami Mauriello-Jimmy Bivins fight March 12 and the Sammy Angott-Willie Pep bout March 19 on the full network starting at 10 p.m. Gillette sponsored the fight between Fritzi Zivic and Beau Jack March 5. Maxon Inc., New York, is agency.

Fly Says FCC Not Inclined to Reopen Newspaper Divorcement Controversy

THAT THE FCC is not disposed to reopen the newspaper divorcement controversy, which has been dormant for a year, was made clear last week by Chairman James Lawrence Fly, who inferred that nothing would be done until after the war.

Questioned at his news conference last Monday about the status of the newspaper-ownership hearing, which was recessed Feb. 12 last year, subject to call, Chairman Fly observed that the report had not been completed and that "as a matter of fact it's not a very pressing question at this time in view of the fact that there can't be any construction anyway." He referred to the "freeze order" on construction.

Congressional Pressure

Asked whether applications involving newspaper-owned or affiliated stations were not "held up", Mr. Fly said most of them are controlled by rules forbidding new construction, and have been dismissed "without prejudice along with the hundreds of other applications for new facilities." In other words, he added, "the question tends to be a bit academic right now".

The view of observers is that the FCC, in the light of the legislative tidal wave in Congress against New Deal agencies in general and the FCC in particular, is not disposed to resurrect any controversial issues at this time. The newspaper ownership issue was bitterly contested, and probably will be an important phase of the several inquiries destined to get underway in Congress this session.

The hearings were recessed last February, subject to call, but members of the legal staff immediately began working on a report. It was indicated then that at least one additional open hearing would be scheduled so the Commission could place final technical exhibits in the record. Moreover, *The Chicago Tribune* had requested opportunity to present brief additional testimony.

Roughly, it was estimated that the inquiry, which began July 23, 1941, cost approximately $250,000. The record includes almost 3,500 pages of testimony gathered during 24 hearing days from a total of 52 witnesses. The Commission called 42 witnesses and experts. The Newspaper Radio Committee, representing newspaper-owned stations, presented 10 witnesses. Included in the record are 407 exhibits.

The Newspaper Radio Committee will hold its third annual meeting in New York April 20 at the Waldorf-Astoria during the sessions of the American Newspaper Publishers Assn. Approximately 150 newspaper-owned or affiliated stations are members of the committee, headed by Harold V. Hough, executive of the *Fort Worth Star-Telegram*, which owns WBAP, and is co-owner of KGKO.

Beer on Television

PETER HAND Brewing Co., Chicago (Meisterbrau beer), is experimenting in television with the *Human Side of Sports* on W9XBK, Chicago, featuring Guy Savage who does the same quarter-hour Sportscast nightly on WGN, Chicago. Visual as well as audio commercials are used. Agency is Mitchell-Faust, Chicago.

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

50,000 WATTS

PAUL H. RAYMER CO.

NATIONAL REPRESENTATIVES

Heavyweight Champ!

WOAI, in San Antonio, has a higher combined percentage of day and night listeners than any other station in any American city having three affiliates of major networks, as shown by NBC's 1942 Nationwide Survey of Radio Listening Habits!

And that's only half the story. WTAI's predominance extends across the length and breadth of Central and South Texas, thanks to superb programming and a 50,000-watt, clear channel signal that brooks no interference.

No wonder more advertisers spend more money for time on WOAI and sell more merchandise to more people than on any other station in this prosperous area!

50,000 WATTS - - - - - - - - CLEAR CHANNEL

AFFILIATE NBC - - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Bucher, Gen. Manager
National Representatives
SPOT SALES, INC.
New York · Chicago · San Francisco

AFRA Seeks 10% Boost of Recorders

Union to Submit New Net Commercial Contract

FOLLOWING what was probably the shortest period of negotiations over any labor contract in the history of the broadcasting industry, Henry Jaffe, counsel for the American Federation of Radio Artists, is now preparing new commercial contracts for network programs which will be submitted to networks, advertising agencies and independent producers early this week. In a single meeting of about a half-hour's duration, AFRA and network representatives, with a delegation of agency men as observers, discussed AFRA's proposal and the broadcaster's counter proposition and came to an agreement.

Discussions Resumed

A more lengthy discussion session is anticipated for this morning (March 8) when representatives of transcription companies, also accompanied by agency observers, are to meet with AFRA executives to discuss union demands for a 10% boost in the minimum scale for talent employed on transcriptions. The attorney for one company stated that technically AFRA has no right to reopen the transcription code at this time as the rise in the cost-of-living index was only 9.9 points in the year following the signing of the current contracts.

Since it is desirable that the transcription contracts be extended another year to the same expiration date as the network sustaining and commercial codes, it is expected that this point will be raised, not to bring a halt to the negotiations, but as an argument for reducing the proposed 10% increase to perhaps half that amount. Transcription companies are expected to argue that since AFRA compromised its demanded increases of 16.7% (sustaining code) and 19% (commercial code) and settled for a 10% increase in each case, a 5% increase in the transcription minimums would be proportionately fairer than one of 10%.

Because the commercial increases are paid by the agencies, as employers of the AFRA members appearing on programs sponsored by the agencies' clients, a group of agency radio executives attended last week's meeting on the commercial code and the same group will probably be on hand today. Agencies have declined to become signatories to the AFRA contracts, because of legal technicalities arising from the client-agency relationship, but they have in the past agreed to abide by the provisions of the AFRA codes and to give 10 days written notice if they wish to revoke that agreement.

There are only three changes to be made in the commercial code, the same changes that were made in AFRA's sustaining code, recently accepted by the broadcasters and now awaiting approval of the War Labor Board. Revised commercial code calls for a 10% increase in minimum scale for actors, singers and announcers; extends the present contract for another year, or until Nov. 1, 1944; and includes a cost-of-living clause permitting the union to reopen the contract at any time after Nov. 1, 1943, if the Dept. of Labor cost-of-living index has risen 10 points above the Dec. 15, 1942 level.

AFRA had originally requested an increase of 19%, based on a cost-of-living rise of more than 10 points from Dec. 15, 1940 to Dec. 15, 1942. Representatives of networks and key stations, however, countered with the suggestion that the sustaining code formula be followed and the union agreed to submit the 10% figure to their national board and to the boards of the AFRA locals in the four network origination cities: New York, Chicago, Los Angeles and San Francisco. Before the end of the week all of these AFRA boards had approved the proposed revisions.

Minimum Scales

In a preliminary discussion between the network and advertising agency men, the suggestion was made that any increase in commercial minimum scale should be opposed on the ground that the recent boost in sustaining minimums, if upheld by the WLB, will serve to cut down the differential between payment for work on sustaining and commercial programs. This suggestion, although in line with previous expressions from the union that the minimum scales ought to be the same, was quickly vetoed and was not even brought up at the meeting with AFRA.

Network and station representatives at last Monday's session included: Phillips Carlin, vice-president in charge of programs, Robert Swezey, counsel, BLUE; John MacDonald, vice-president in charge of finance, Robert P. Myers, attorney, NBC; I. S. Becker, assistant director of operation, CBS; Emanuel Dannett, attorney, WGN; Phil Loucks, attorney, WLS; Julius F. Seebach Jr., vice-president in charge of programs, WOR.

AFRA was represented by Mrs. Emily Holt, national executive secretary; George Heller, assistant national executive secretary; Henry Jaffe, counsel. Agency delegation included: A. K. Spencer, J. Walter Thompson Co.; James Sauter, Blackett-Sample-Hummert; Leonard T. Bush, Compton Adv.; John Hymes, Foote, Cone & Belding; C. I. Ayers, Ruthrauff & Ryan; Diana Bourbon, Ward Wheelock Co.; Carlos Franco, John Kucera, Young & Rubicam.

Stag Beer Schedule

GRIESEDIECK WESTERN Brewery Co., Belleville, Ill., (Stag beer), has appointed Maxon Inc., Chicago, as agency. Schedule of announcements is planned on stations in Southern Illinois and Missouri. L. J. Sholty is account executive. Time will be purchased out of the Detroit office by P. C. Beatty, time-buyer.

CKLW
in the
DETROIT AREA
at 800 kc.

This live-wire station blankets this rich, war-busy market 22 hours out of every day! Our primary area covers the homes of over eight million people . . . and 5,000 watts day and night at 800 kc. assures a strong clear signal to the farthest reaches of this dynamic buying radius. Rates give you more sales-impacts for less!

5,000 Watts Day and Night
MUTUAL BROADCASTING SYSTEM

AP

WRC, Washington, D. C.

. . . complete and accurate. Whenever there is conflict it is good to know we can use AP and be sure.

Steve Douglas, Sports.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WCCO Announcers To Vote on IBEW

NLRB Orders Poll; WTTM Signs Closed Shop Contract

AN ELECTION of the announcer's unit of WCCO, Minneapolis-St. Paul, was ordered by the National Labor Relations Board last week to determine whether the International Brotherhood of Electrical Workers (AFL) should represent them in collective bargaining negotiations.

Also last week, IBEW said it had concluded a closed shop contract with WTTM, Trenton, settling issues which led to a strike last December [BROADCASTING, Dec. 28].

Announcers File Application

The contract covers about 20 announcers, bookkeepers and salesmen, according to IBEW, and provides wage adjustments, vacations with pay, and sick leave. WTTM technicians are still subject of dispute, with the NLRB Philadelphia office now considering whether they have a binding agreement with American Communications Assn. (CIO).

In ordering the WCCO election, NLRB said that the union had submitted applications from eight staff members. It included in the announcer's unit the m.c. of an early morning program, who announces and produces, giving station identifications and reading commercials.

Significant, however, was exclusion from the unit of Douglas McNamee, assistant production manager, and Max Karl Schiffman, assistant director, attached to the production department. NLRB said announcing was incidental and not integral to their work, and makes up a small portion of their workweek. The Board also pointed out that they received no overtime pay, and that their workweek was considerably longer than other announcers.

P & G Spots on WJZ

PROCTER & GAMBLE CO., Cincinnati, as part of its spot campaign for Ivory Flakes started in early February, has signed for two spot announcements weekly on WJZ, New York, for a 16-week period. Other New York station used is WOR. Compton Adv., New York, handles the account.

The Northwest's Best Broadcasting Buy

WTCN

BLUE NETWORK

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

WHERE'S THE RADIO angle! There really is one, and that's no bull. At WLAC, Nashville, they're running a 13-week Name-the-Bull contest with 30 retail outlets of National Stores sponsoring. Listeners get entry blanks at stores. Contest is part of the WLAC *Farm Front* program at 6:30 a. m.

Wash. Radio Bills

BILL REQUIRING news commentators and analysts to state names of sponsors has been filed in Washington State Senate following several local broadcasts reportedly annoying to legislators. News reporters, commentators and persons speaking on political subjects or those of general interest are covered by the provisions, with only national broadcasts originating outside of the state excepted. Second proposed statute filed in the lower house would require that statements of sponsorship and financial responsibility, including income, liabilities and assets, be filed with station operators 24 hours before any broadcast. These would be available to the public for six months thus freeing station owner or operator from liability in damage cases resulting from the program.

21 Sponsors Now Use Full CBS Net For 30 Programs, Survey Discloses

ANNOUNCEMENT last week that Quaker Oats Co. and Campbell Soup Co. have taken the full CBS network for *That Brewster Boy* and the *Milton Berle Show*, respectively, led to disclosure by CBS that 21 sponsors now use the network's full facilities of 116 stations for 30 individual programs scheduled in 39 periods.

Originally scheduled for 63 CBS stations, the *Milton Berle Show* made its debut March 3 on the full network, instead. Quaker Oats added 34 stations to the 82 carrying its program, effective with its renewal March 5. These additions bring to 39 the number of individual commercial program periods weekly heard on the full network.

413 Hours Added

The revised survey of CBS advertisers availing themselves of the 15% discount plan also reveals that 413 hours and 40 minutes weekly have been added to the CBS commercial schedule. Individual affiliates benefiting by the plan with one or more programs total 86. Five stations have added 11 hours and 55 minutes or more weekly; 28 stations have received 7 hours or more weekly; 37 have added 5 hours or more weekly, and 68 outlets have received 5 or more new program periods per week.

A total of 23 CBS programs have had their station list increased to the full network, while seven CBS programs were placed on the 116 stations when they first started on the network. Those seven shows are Lever Bros.' *Mayor of Our Town* and *Burns and Allen;* R. J. Reynolds' *Thanks to the Yanks;* General Foods' *Those We Love;* General Motors' *John B. Kennedy;* Philco's *Our Secret Weapon,* and Campbell's *Milton Berle Show.*

Following is the complete list of CBS shows heard on the full network:

Lever Bros. Co., *Burns and Allen, Mayor of Our Town,* and *Lux Radio Theatre;* R. J. Reynolds Tobacco Co., *Comedy Caravan, Blondie* and *Thanks to the Yanks;* Philip Morris & Co., *Crime Doctor* and *Philip Morris Playhouse;* Liggett & Myers Tobacco Co., *Harry James and His Music Makers;* Wm. Wrigley Jr. Co., *Sergeant Gene Autry, The First Line* and *Keep the Home Fires Burning;* General Foods Corp., *Kate Smith Hour, Those We Love* and *Adventures of the Thin Man;* Armstrong Cork Co., *Armstrong's Theatre of Today;* American Tobacco Co., *Your Hit Parade;* Coca Cola Co., *The Pause That Refreshes on the Air;* Eversharp Inc., *Take It Or Leave It;* Curtiss Candy Co., *News With Warren Sweeney;* Texas Co., *Texaco Star Theatre;* P. Lorillard Co., *Sammy Kaye;* Celanese Corp., *Great Moments in Music;* Parker Pen Co., *Eric Sevareid and the News;* Philco Corp., *Our Secret Weapon;* Lady Esther Co., *Screen Guild Players;* Chesebrough Mfg. Co., *Dr. Christian;* General Motors Corp., *John B. Kennedy;* Quaker Oats Co., *That Brewster Boy,* and Campbell Soup Co., *Milton Berle Show.*

Insurance Campaign

ALLSTATE INSURANCE Co., Chicago, on March 1 started a varying schedule of one-minute transcribed announcements on six Chicago stations WMAQ WBBM WLS WJJD WIND WCFL. Contracts are for 26 weeks. Agency is Ruthrauff & Ryan, Chicago.

Money Talks

It's one thing to TALK productive markets. It's quite another to MAKE GOOD. A trial campaign on WAIR will prove to you that Winston-Salem has the dough and WAIR knows how to get it for you.

WAIR

Winston-Salem, North Carolina

1ST

on the Dial in Georgia!

590 KC.

WAGA

Atlanta

FORT INDUSTRY STATION

5,000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

WDRC
CONNECTICUT'S PIONEER BROADCASTER
BONUS IN HARTFORD
WDRC's Primary Area fans out from Hartford to include dozens of Connecticut cities and towns. You get this bonus circulation at no additional cost. WDRC has one low rate for local, regional and national advertisers. Basic CBS for Connecticut.
CBS

WCHS
CHARLESTON, W.VA.
The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

Where Sales Multiply
Air Castle of the South
WSM
5000 WATTS CLEAR CHANNEL
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

$34,607,000.00
Last year's sales of eggs only in our ½-millivolt area. WIBW dominates this diversified, steady-income market. Let us prove it to YOU!
WIBW The Voice of Kansas in TOPEKA

CHNS
HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

Slowie Liaison

(*Continued from page 8*)

March 2 by John Dunn was headlined "Cox Probe of FCC Linked to Farley's Bid for Presidency". It labelled Rep. Cox as a "New Dealhating Democrat" and cited there was evidence that the Cox investigation was being used not only to discredit the FCC "but to seize control of the radio for their brand of politics before 1944 rolls around".

Charges Network Favoritism

Mr. Garey was described as a close friend of Mr. Farley and former Gov. Alfred E. Smith, who were termed "New York's two foremost Roosevelt haters." A recent address by Rep. Cox, in which he was quoted as having said that "Jim Farley is my man for President in 1944," also was cited.

"If Cox, Garey et al. succeed in discrediting the FCC and ousting James L. Fly, a staunch New Dealer, as its chairman and replacing him with a reactionary Democrat, it could mean control of the ether waves in the all-important 1944 campaign," the Dunn article said. It charged that the "big chains" already are giving the "reactionaries more time than they do pro-labor or pro-New Deal speakers".

The Dunn story pointed out that Mr. and Mrs. Garey accompanied Gov. Smith on his visit to Ireland and the Vatican in 1938. The Garey law firm was originally Garey & Garey, the Federated Press story said. The name was changed on Nov. 16, 1941, when R. E. Desvernine, prominent New York attorney who was described as the "labor-hating president of the Crucible Steel Co. of America," joined the firm. "Desvernine is an old friend of Herbert Hoover and was a leader of the Liberty League."

Following the conferences last week, Mr. Garey made no statements beyond asserting that he was engaged in the preliminary task of getting data for the inquiry. He plans to remain in Washington until the investigation is completed.

In his only formal statement following his appointment last month by the committee, he said the effort would be to find out what "Fly and his men have been doing to socialize the radio broadcasting industry". He cited reports that the staff had some "left-wingers" who are at least "touched with the Communistic tinge" and that "Fly wants the Government to take over all broadcasting—in other words, Government ownership".

Franklin D. Roosevelt Jr., now a Naval lieutenant, served his legal apprenticeship in the Garey law firm. Mr. Garey, a lifelong Democrat, supported Wendell L. Willkie in 1940.

Sample Cities Study 48 Hour Edict As WMC Weighs Essentiality Shakeup

ALTHOUGH no clarity appeared in the national manpower muddle, radio's position took a more positive shape as the result of NAB inspired meetings with station officials in Washington, Baltimore and Springfield, Mass., to obtain precise information on the actual effect of operation under the 48 hour week controls.

In the light of increased draft demands, it also developed that the War Manpower Commission is studying the possibility of curtailing the number of essential occupations in all industries and treating essential industries more stringently. The WMC's Essential Activity Committee met last Thursday and sought to develop criteria which might be applied in the reduction of essential occupations. No decision was reached and the problem is due to come up again at the body's meeting on Tuesday.

Joseph L. Miller, NAB labor relations director, met with station officials of Springfield, Mass., led by Quincy Brackett, owner of WSPR, to explain the type of material being sought by the NAB for presentation to the WMC in Washington which may lead to a possible directive governing operation of the nation's station under the 48 hour week regulation [BROADCASTING, March 16].

Area Control

Similar meetings have occurred in Baltimore and Washington to discuss the problem of the 48 hour week, explore the possibilities of operation under it, and to distribute data sheets which will contain hourly breakdowns by job.

Completion of these sample surveys are expected over the weekend, and Mr. Miller said he hoped to present the material to WMC officials by the end of this week. Irrespective of the material obtained in the survey of sample cities, Mr. Miller said that the administration of the 48 hour week control was clearly a matter for area and regional WMC offices to determine. In any question which may arise under the new control, he felt that the final work, subject to appeal, lay in the province of the field operations.

This thinking was reiterated by WMC officials in several statements last week. Executive Director Lawrence A. Appley and Deputy Chairman Fowler Harper both emphasized this point in a press conference last week. WMC Chief Paul V. McNutt also pointed this up in his weekly press conference.

Furthermore it was pointed out that the regulations governing operation of the 48-hour week in critical areas were necessarily broad to allow for the very purpose of regional and area control.

Questions as to the effect of the 48 hour week on prevailing union contracts were only answered in part. WMC insists that its regulation overrides such provisions which prevent time over 40 hours per week. However there has been no official statement with regard to its effect upon contracts which specifically call for five day weeks nor upon terms governing rate of overtime pay. For the present, industry officials in Washington indicate that they interpret the regulation to mean that they must pay agreed overtime rates for all time over 40 unless contracts specifically stipulate otherwise.

Location and coverage of the regions, with regional officers, are:

Region 1—10 Post Office Square, Boston (Me., N. H., Vt., Conn., R. I., Mass.), Joseph A Smith.
Region II—11 West 42nd St., New York (N. Y.), Mrs. Anna Rosenberg.
Region III—1634 Widener Bldg., Philadelphia (Penn., Del., N. J.), L. B. F. Raycroft.
Region IV—1025 Vermont Ave., N. W., Washington, D. C. (Md., Va., W. Va., D. C., N. C.). Dillard Lasseter.
Region V—521 Union Commerce Bldg., Cleveland (Ky., Ohio, Mich.), Robert C. Goodwin.
Region VI—222 West Adams St., Chicago (Ind., Ill., Wis.), William H. Spencer.
Region VII—157 Peachtree St., N. W., Atlanta (Ala., Fla., Ga., Miss., S. C., Tenn.), Bowman F. Ashe.
Region VIII—500 Midland Bank Bldg., Minneapolis (Minn., Ia., N. D., S. D., Neb.), Frank M. Rarig Jr.
Region IX—1600 Fidelity Bldg., Kansas City (Mo., Ark., Kans., Okla.), Ed McDonald.
Region X—New Mercantile National Bank Bldg., Dallas (Tex., La., N. M.), James H. Bond.
Region XI—221 Equitable Bldg., Denver (Mont., Wyo., Idaho, Utah, Colo.), John R. McCusker.
Region XII—245 Furniture Mart Bldg., San Francisco (Cal., Ariz., Ore., Wash., Nev.), William K. Hopkins.

HOMER GRIFFITH Co., Hollywood, station representative, has been appointed exclusive Pacific Coast representative of KVEC, San Luis Obispo, and KBKR, Baker, Cal.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

Fate of Clear Channels Rests With Supreme Court In KOA-WHDH Case

THE FATE of the clear channel as a means of supplying rural and remote coverage will be argued in the Supreme Court next Thursday or Friday in the FCC's appeal from the decision of the U. S. Court of Appeals for the District of Columbia, reversing its breakdown of the 650 kc. clear channel upon which KOA, Denver, has been the dominant station. WHDH, Boston, first was assigned fulltime on the wave and subsequently the Commission authorized WJW, Akron, to operate on the frequency with 5,000 watts fulltime, approving its removal to Cleveland.

Solicitor General Charles E. Fahy, who last week filed the Government's brief in the case, is expected to argue for the FCC. The Government contended that NBC, as licensee of KOA, had adequate opportunity to present its rights, whereas the lower court, in a 4-2 opinion, held that the Commission had erred in not giving NBC the opportunity to intervene and present testimony.

Related to WJW Case

Directly related to the Supreme Court argument was the action of Commissioner Case last Wednesday, granting in part a petition filed by NBC for indefinite continuance of NBC's petition for a rehearing in the WJW case. The hearing, ordered Jan. 13 on motion of NBC at the latter's request, was postponed until a date subsequent to the final decision by the Supreme Court in the KOA case.

A second plea of NBC—that the hearing, when held, be for the purpose of determining whether or not the public interest would be served by granting the original WJW application to use the frequency—was denied on the ground that it was premature. WJW, now a local, is installing the 5,000-watt plant outside Cleveland and is scheduled to become a BLUE outlet. WHDH already is on the BLUE, previously having been an independent part-time station.

The KOA-WHDH case marked the first proceeding since the 1941 reallocation involving breakdowns of a clear channel through duplicated operation. Five separate opinions were issued by the lower court in the KOA case, reversing the Commission and remanding the case for hearing. Four of the six judges, however, concurred in the fundamental view that stations are entitled to hearing practically as a matter of right when they can show substantive injury.

NBC petitioned the FCC to postpone the hearing because of the "similarity and close relationship of many of the basic issues presented by both of these matters." It held the ends of justice would best be served by conducting the hearing on the WJW application after the final decision in the KOA case. In view of these facts, NBC said it would not oppose temporary operation of WJW on 850 kc., provided it is contingent upon the Commission's final decision after hearing on the WJW application and subject to termination without notice or hearing in the event the Commission denies that application. The petition, it added, was not to be considered as a waiver of NBC's right to oppose the issuance of a regular license to operate WJW on 850 kc.

Novel Proceeding

The proceeding was regarded as novel, since NBC in the first instance was successful on its motion for a rehearing. In its Jan. 13 decision, however, the Commission denied NBC's request for a stay of the issuance of the modified permit authorizing construction of WJW as a Cleveland station.

The Supreme Court brief in the KOA case held that NBC had no right to intervene in the WHDH proceedings, in view of the terms of the Communications Act. Apart from the statute, it was contended there is no "right to be free of increased competition and no right to be made a party before such competition is authorized." At best, it was contended, NBC's position is essentially no different from that of a newspaper or advertising agency whose revenues may be affected by the grant or extension of a license to an applicant.

On purely technical grounds, the Government argued that WHDH's fulltime operation will not interfere with KOA's satisfactory service and that NBC "did not attack the accuracy of these findings".

Musicians Face Draft

MUSICIANS will soon be listed among the non-essential occupations closed to draft-age men, War Manpower Chief Paul McNutt told AFM President James C. Petrillo in a telegram last week. Effect of the order would be to put musicians under 38 in a "work or fight" category. Mr. Petrillo, it is understood, is preparing a brief to show that musicians provide morale essential to the war effort.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

NAB Enlists Hams

RECRUITING of amateur radio operators willing to assist the war by taking jobs in broadcasting stations is now being carried out by NAB, in cooperation with the American Radio Relay League. NAB says it has already received a limited number of applications. Stations in need of technicians are urged to seek replacements locally before writing to the NAB Engineering dept.

NAB Sales Managers Plan New York Session

TO STUDY industry problems, the NAB Sales Managers Executive Committee is scheduled to meet March 9 in the new NAB headquarters office, 535 Fifth Ave., New York. On the agenda are the Retail Promotion Committee Plan, the small station problem, free time requests, combination of continuity for two or more products in a single announcement, coverage maps, audience measurement and the proposed Declaration of Independence for radio.

Expected to attend are: John M. Outler Jr., Chairman, WSB, Atlanta; Frank R. Bowes, WBZ, Boston, Mass.; William Malo, WDRC, Hartford, Conn.; Dietrich Dirks, KTRI, Sioux City, Ia.; Donald D. Davis, WHB, Kansas City, Mo.; Arthur Hull Hayes, WABC, New York, N. Y.; George H. Frey, NBC, New York.

RADIO UNAFFECTED BY OWI SHAKEUP

REORGANIZATION of the Domestic Branch of OWI, which will affect all of its operations except radio, is expected this week by order of Gardner Cowles Jr., Director of Domestic Operations of OWI.

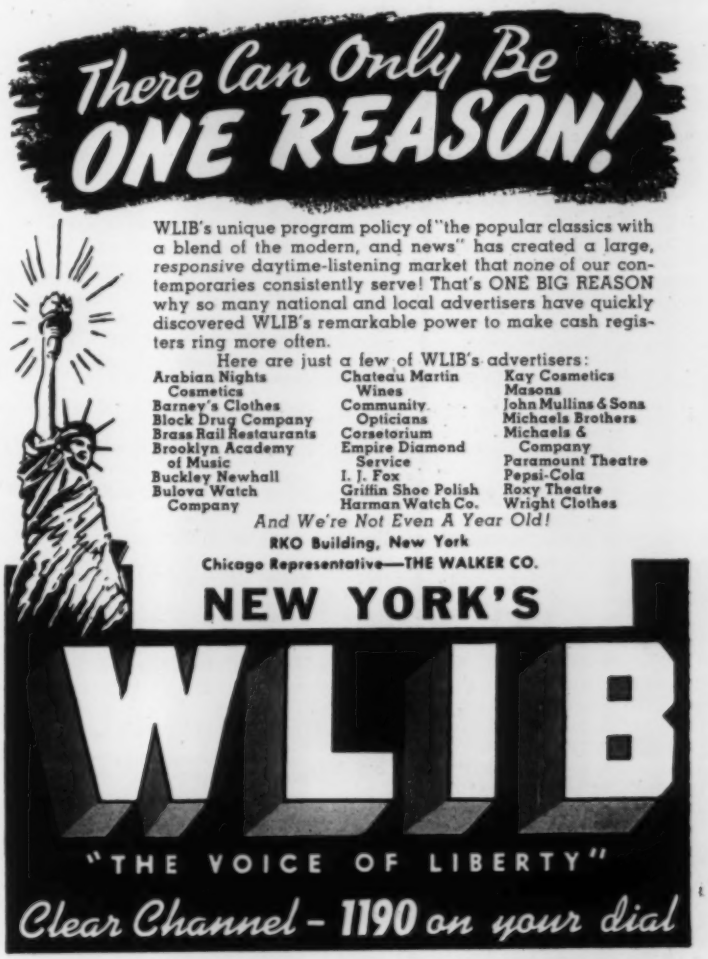
The reorganization was reported of a sweeping character, affecting graphic arts and other sections of the Domestic Branch. The Radio Bureau, however, will remain intact, Mr. Cowles told BROADCASTING last Friday.

OWI's Radio Bureau soon will be headed by Donald D. Stauffer, vice-president in charge of radio for Ruthrauff & Ryan, who has been granted leave of absence effective March 15. He succeeds William B. Lewis, now assistant director of the Domestic Branch under Mr. Cowles.

OWI-NAB Recruiting

JOINT effort is under way between the NAB and the OWI Overseas Branch to solve the technician scarcity facing the latter organization in its New York office. OWI officials have agreed to seek needed personnel entirely through NAB.

A total of 70 technicians is needed, mostly studio control technicians. OWI will get a training program under way within three or four weeks to train operators. Candidates will be selected with the aid of the NAB from among women who have not previously been trained for radio operation.


There Can Only Be
ONE REASON!
WLIB's unique program policy of "the popular classics with a blend of the modern, and news" has created a large, responsive daytime-listening market that none of our contemporaries consistently serve! That's ONE BIG REASON why so many national and local advertisers have quickly discovered WLIB's remarkable power to make cash registers ring more often.
Here are just a few of WLIB's advertisers:
Arabian Nights Cosmetics
Barney's Clothes
Block Drug Company
Brass Rail Restaurants
Brooklyn Academy of Music
Buckley Newhall
Bulova Watch Company
Chateau Martin Wines
Community Opticians
Corsetorium
Empire Diamond Service
I. J. Fox
Griffin Shoe Polish
Harman Watch Co.
Kay Cosmetics
Masons
John Mullins & Sons
Michaels Brothers
Michaels & Company
Paramount Theatre
Pepsi-Cola
Roxy Theatre
Wright Clothes
And We're Not Even A Year Old!
RKO Building, New York
Chicago Representative—THE WALKER CO.
NEW YORK'S
WLIB
"THE VOICE OF LIBERTY"
Clear Channel - 1190 on your dial

WDRC
CONNECTICUT'S PIONEER BROADCASTER
BONUS IN HARTFORD
WDRC's Primary Area fans out from Hartford to include dozens of Connecticut cities and towns. You get this bonus circulation at no additional cost. WDRC has one low rate for local, regional and national advertisers. Basic CBS for Connecticut.
CBS

WCHS
CHARLESTON, W.VA.
The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

Where Sales Multiply
W
Air Castle of the South
5000 WATTS
CLEAR CHANNEL
E
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

$34,607,000.00
Last year's sales of eggs only in our ½-millivolt area. WIBW dominates this diversified, steady-income market. Let us prove it to YOU!
WIBW The Voice of Kansas in TOPEKA

Slowie Liaison

(*Continued from page 8*)

March 2 by John Dunn was headlined "Cox Probe of FCC Linked to Farley's Bid for Presidency". It labelled Rep. Cox as a "New Deal-hating Democrat" and cited there was evidence that the Cox investigation was being used not only to discredit the FCC "but to seize control of the radio for their brand of politics before 1944 rolls around".

Charges Network Favoritism

Mr. Garey was described as a close friend of Mr. Farley and former Gov. Alfred E. Smith, who were termed "New York's two foremost Roosevelt haters." A recent address by Rep. Cox, in which he was quoted as having said that "Jim Farley is my man for President in 1944," also was cited.

"If Cox, Garey et al. succeed in discrediting the FCC and ousting James L. Fly, a staunch New Dealer, as its chairman and replacing him with a reactionary Democrat, it could mean control of the ether waves in the all-important 1944 campaign," the Dunn article said. It charged that the "big chains" already are giving the "reactionaries more time than they do pro-labor or pro-New Deal speakers".

The Dunn story pointed out that Mr. and Mrs. Garey accompanied Gov. Smith on his visit to Ireland and the Vatican in 1938. The Garey law firm was originally Garey & Garey, the Federated Press story said. The name was changed on Nov. 16, 1941, when R. E. Desvernine, prominent New York attorney who was described as the "labor-hating president of the Crucible Steel Co. of America," joined the firm. "Desvernine is an old friend of Herbert Hoover and was a leader of the Liberty League."

Following the conferences last week, Mr. Garey made no statements beyond asserting that he was engaged in the preliminary task of getting data for the inquiry. He plans to remain in Washington until the investigation is completed.

In his only formal statement following his appointment last month by the committee, he said the effort would be to find out what "Fly and his men have been doing to socialize the radio broadcasting industry". He cited reports that the staff had some "left-wingers" who are at least "touched with the Communistic tinge" and that "Fly wants the Government to take over all broadcasting—in other words, Government ownership".

Franklin D. Roosevelt Jr., now a Naval lieutenant, served his legal apprenticeship in the Garey law firm. Mr. Garey, a lifelong Democrat, supported Wendell L. Willkie in 1940.

CHNS
HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

Sample Cities Study 48 Hour Edict As WMC Weighs Essentiality Shakeup

ALTHOUGH no clarity appeared in the national manpower muddle, radio's position took a more positive shape as the result of NAB inspired meetings with station officials in Washington, Baltimore and Springfield, Mass., to obtain precise information on the actual effect of operation under the 48 hour week controls.

In the light of increased draft demands, it also developed that the War Manpower Commission is studying the possibility of curtailing the number of essential occupations in all industries and treating essential industries more stringently. The WMC's Essential Activity Committee met last Thursday and sought to develop criteria which might be applied in the reduction of essential occupations. No decision was reached and the problem is due to come up again at the body's meeting on Tuesday.

Joseph L. Miller, NAB labor relations director, met with station officials of Springfield, Mass., led by Quincy Brackett, owner of WSPR, to explain the type of material being sought by the NAB for presentation to the WMC in Washington which may lead to a possible directive governing operation of the nation's station under the 48 hour week regulation [BROADCASTING, March 16].

Area Control

Similar meetings have occurred in Baltimore and Washington to discuss the problem of the 48 hour week, explore the possibilities of operation under it, and to distribute data sheets which will contain hourly breakdowns by job.

Completion of these sample surveys are expected over the week-end, and Mr. Miller said he hoped to present the material to WMC officials by the end of this week. Irrespective of the material obtained in the survey of sample cities, Mr. Miller said that the administration of the 48 hour week control was clearly a matter for area and regional WMC offices to determine. In any question which may arise under the new control, he felt that the final work, subject to appeal, lay in the province of the field operations.

This thinking was reiterated by WMC officials in several statements last week. Executive Director Lawrence A. Appley and Deputy Chairman Fowler Harper both emphasized this point in a press conference last week. WMC Chief Paul V. McNutt also pointed this up in his weekly press conference.

Furthermore it was pointed out that the regulations governing operation of the 48-hour week in critical areas were necessarily broad to allow for the very purpose of regional and area control.

Questions as to the effect of the 48 hour week on prevailing union contracts were only answered in part. WMC insists that its regulation overrides such provisions which prevent time over 40 hours per week. However there has been no official statement with regard to its effect upon contracts which specifically call for five day weeks nor upon terms governing rate of overtime pay. For the present, industry officials in Washington indicate that they interpret the regulation to mean that they must pay agreed overtime rates for all time over 40 unless contracts specifically stipulate otherwise.

Location and coverage of the regions, with regional officers, are:

Region 1—10 Post Office Square, Boston (Me., N. H., Vt., Conn., R. I., Mass.), Joseph A Smith.
Region II—11 West 42nd St., New York (N. Y.), Mrs. Anna Rosenberg.
Region III—1634 Widener Bldg., Philadelphia (Penn., Del., N. J.), L. B. F. Haycroft.
Region IV—1025 Vermont Ave., N. W., Washington, D. C. (Md., Va., W. Va., D. C., N. C.). Dillard Lasseter.
Region V—521 Union Commerce Bldg., Cleveland (Ky., Ohio, Mich.), Robert C. Goodwin.
Region VI—222 West Adams St., Chicago (Ind., Ill., Wis.), William H. Spencer.
Region VII—157 Peachtree St., N. W., Atlanta (Ala., Fla., Ga., Miss., S. C., Tenn.), Bowman F. Ashe.
Region VIII—500 Midland Bank Bldg., Minneapolis (Minn., Ia., N. D., S. D., Neb.), Frank M. Rarig Jr.
Region IX—1600 Fidelity Bldg., Kansas City (Mo., Ark., Kans., Okla.), Ed McDonald.
Region X—New Mercantile National Bank Bldg., Dallas (Tex., La., N. M.), James H. Bond.
Region XI—221 Equitable Bldg., Denver (Mont., Wyo., Idaho, Utah, Colo.), John R. McCusker.
Region XII—245 Furniture Mart Bldg., San Francisco (Cal., Ariz., Ore., Wash., Nev.), William K. Hopkins.

HOMER GRIFFITH Co., Hollywood, station representative, has been appointed exclusive Pacific Coast representative of KVEC, San Luis Obispo, and KBKR, Baker, Cal.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

Fate of Clear Channels Rests With Supreme Court In KOA-WHDH Case

THE FATE of the clear channel as a means of supplying rural and remote coverage will be argued in the Supreme Court next Thursday or Friday in the FCC's appeal from the decision of the U. S. Court of Appeals for the District of Columbia, reversing its breakdown of the 660 kc. clear channel upon which KOA, Denver, has been the dominant station. WHDH, Boston, first was assigned fulltime on the wave and subsequently the Commission authorized WJW, Akron, to operate on the frequency with 5,000 watts fulltime, approving its removal to Cleveland.

Solicitor General Charles E. Fahy, who last week filed the Government's brief in the case, is expected to argue for the FCC. The Government contended that NBC, as licensee of KOA, had adequate opportunity to present its rights, whereas the lower court, in a 4-2 opinion, held that the Commission had erred in not giving NBC the opportunity to intervene and present testimony.

Related to WJW Case

Directly related to the Supreme Court argument was the action of Commissioner Case last Wednesday, granting in part a petition filed by NBC for indefinite continuance of NBC's petition for a rehearing in the WJW case. The hearing, ordered Jan. 13 on motion of NBC at the latter's request, was postponed until a date subsequent to the final decision by the Supreme Court in the KOA case.

A second plea of NBC—that the hearing, when held, be for the purpose of determining whether or not the public interest would be served by granting the original WJW application to use the frequency—was denied on the ground that it was premature. WJW, now a local, is installing the 5,000-watt plant outside Cleveland and is scheduled to become a BLUE outlet. WHDH already is on the BLUE, previously having been an independent part-time station.

The KOA-WHDH case marked the first proceeding since the 1941 reallocation involving breakdowns of a clear channel through duplicated operation. Five separate opinions were issued by the lower court in the KOA case, reversing the Commission and remanding the case for hearing. Four of the six judges, however, concurred in the fundamental view that stations are entitled to hearing practically as a matter of right when they can show substantive injury.

NBC petitioned the FCC to postpone the hearing because of the "similarity and close relationship of many of the basic issues presented by both of these matters." It held the ends of justice would best be served by conducting the hearing on the WJW application after the final decision in the KOA case. In view of these facts, NBC said it would not oppose temporary operation of WJW on 850 kc., provided it is contingent upon the Commission's final decision after hearing on the WJW application and subject to termination without notice or hearing in the event the Commission denies that application. The petition, it added, was not to be considered as a waiver of NBC's right to oppose the issuance of a regular license to operate WJW on 850 kc.

Novel Proceeding

The proceeding was regarded as novel, since NBC in the first instance was successful on its motion for a rehearing. In its Jan. 13 decision, however, the Commission denied NBC's request for a stay of the issuance of the modified permit authorizing construction of WJW as a Cleveland station.

The Supreme Court brief in the KOA case held that NBC had no right to intervene in the WHDH proceedings, in view of the terms of the Communications Act. Apart from the statute, it was contended there is no "right to be free of increased competition and no right to be made a party before such competition is authorized." At best, it was contended, NBC's position is essentially no different from that of a newspaper or advertising agency whose revenues may be affected by the grant or extension of a license to an applicant.

On purely technical grounds, the Government argued that WHDH's fulltime operation will not interfere with KOA's satisfactory service and that NBC "did not attack the accuracy of these findings".

Musicians Face Draft

MUSICIANS will soon be listed among the non-essential occupations closed to draft-age men, War Manpower Chief Paul McNutt told AFM President James C. Petrillo in a telegram last week. Effect of the order would be to put musicians under 38 in a "work or fight" category. Mr. Petrillo, it is understood, is preparing a brief to show that musicians provide morale essential to the war effort.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

NAB Enlists Hams

RECRUITING of amateur radio operators willing to assist the war by taking jobs in broadcasting stations is now being carried out by NAB, in cooperation with the American Radio Relay League. NAB says it has already received a limited number of applications. Stations in need of technicians are urged to seek replacements locally before writing to the NAB Engineering dept.

NAB Sales Managers Plan New York Session

TO STUDY industry problems, the NAB Sales Managers Executive Committee is scheduled to meet March 9 in the new NAB headquarters office, 535 Fifth Ave., New York. On the agenda are the Retail Promotion Committee Plan, the small station problem, free time requests, combination of continuity for two or more products in a single announcement, coverage maps, audience measurement and the proposed Declaration of Independence for radio.

Expected to attend are: John M. Outler Jr., Chairman, WSB, Atlanta; Frank R. Bowes, WBZ, Boston, Mass.; William Malo, WDRC, Hartford, Conn.; Dietrich Dirks, KTRI, Sioux City, Ia.; Donald D. Davis, WHB, Kansas City, Mo.; Arthur Hull Hayes, WABC, New York, N. Y.; George H. Frey, NBC, New York.

RADIO UNAFFECTED BY OWI SHAKEUP

REORGANIZATION of the Domestic Branch of OWI, which will affect all of its operations except radio, is expected this week by order of Gardner Cowles Jr., Director of Domestic Operations of OWI.

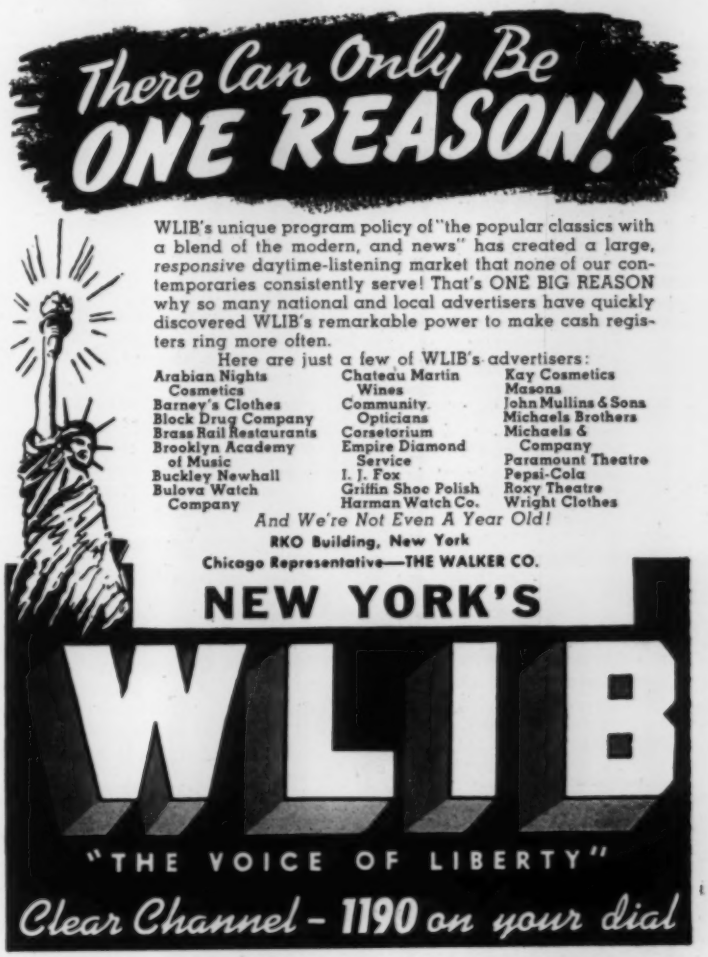
The reorganization was reported of a sweeping character, affecting graphic arts and other sections of the Domestic Branch. The Radio Bureau, however, will remain intact, Mr. Cowles told BROADCASTING last Friday.

OWI's Radio Bureau soon will be headed by Donald D. Stauffer, vice-president in charge of radio for Ruthrauff & Ryan, who has been granted leave of absence effective March 15. He succeeds William B. Lewis, now assistant director of the Domestic Branch under Mr. Cowles.

OWI-NAB Recruiting

JOINT effort is under way between the NAB and the OWI Overseas Branch to solve the technician scarcity facing the latter organization in its New York office. OWI officials have agreed to seek needed personnel entirely through NAB.

A total of 70 technicians is needed, mostly studio control technicians. OWI will get a training program under way within three or four weeks to train operators. Candidates will be selected with the aid of the NAB from among women who have not previously been trained for radio operation.


There Can Only Be
ONE REASON!
WLIB's unique program policy of "the popular classics with a blend of the modern, and news" has created a large, responsive daytime-listening market that none of our contemporaries consistently serve! That's ONE BIG REASON why so many national and local advertisers have quickly discovered WLIB's remarkable power to make cash registers ring more often.
Here are just a few of WLIB's advertisers:
Arabian Nights Cosmetics
Barney's Clothes
Block Drug Company
Brass Rail Restaurants
Brooklyn Academy of Music
Buckley Newhall
Bulova Watch Company
Chateau Martin Wines
Community Opticians
Corsetorium
Empire Diamond Service
I. J. Fox
Griffin Shoe Polish
Harman Watch Co.
Kay Cosmetics
Masons
John Mullins & Sons
Michaels Brothers
Michaels & Company
Paramount Theatre
Pepsi-Cola
Roxy Theatre
Wright Clothes
And We're Not Even A Year Old!
RKO Building, New York
Chicago Representative—THE WALKER CO.
NEW YORK'S
WLIB
"THE VOICE OF LIBERTY"
Clear Channel - 1190 on your dial

WDRC
CONNECTICUT'S PIONEER BROADCASTER
BONUS IN HARTFORD
WDRC's Primary Area fans out from Hartford to include dozens of Connecticut cities and towns. You get this bonus circulation at no additional cost. WDRC has one low rate for local, regional and national advertisers. Basic CBS for Connecticut.
CBS

WCHS
CHARLESTON, W.VA.
The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

Where Sales Multiply
Air Castle of the South
WSM
5000 WATTS
CLEAR CHANNEL
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

$34,607,000.00
Last year's sales of eggs only in our ½-millivolt area. WIBW dominates this diversified, steady-income market. Let us prove it to YOU!
WIBW The Voice of Kansas in TOPEKA

CHNS
HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

Slowie Liaison

(*Continued from page 8*)

March 2 by John Dunn was headlined "Cox Probe of FCC Linked to Farley's Bid for Presidency". It labelled Rep. Cox as a "New Dealhating Democrat" and cited there was evidence that the Cox investigation was being used not only to discredit the FCC "but to seize control of the radio for their brand of politics before 1944 rolls around".

Charges Network Favoritism

Mr. Garey was described as a close friend of Mr. Farley and former Gov. Alfred E. Smith, who were termed "New York's two foremost Roosevelt haters." A recent address by Rep. Cox, in which he was quoted as having said that "Jim Farley is my man for President in 1944," also was cited.

"If Cox, Garey et al. succeed in discrediting the FCC and ousting James L. Fly, a staunch New Dealer, as its chairman and replacing him with a reactionary Democrat, it could mean control of the ether waves in the all-important 1944 campaign," the Dunn article said. It charged that the "big chains" already are giving the "reactionaries more time than they do pro-labor or pro-New Deal speakers".

The Dunn story pointed out that Mr. and Mrs. Garey accompanied Gov. Smith on his visit to Ireland and the Vatican in 1938. The Garey law firm was originally Garey & Garey, the Federated Press story said. The name was changed on Nov. 16, 1941, when R. E. Desvernine, prominent New York attorney who was described as the "labor-hating president of the Crucible Steel Co. of America," joined the firm. "Desvernine is an old friend of Herbert Hoover and was a leader of the Liberty League."

Following the conferences last week, Mr. Garey made no statements beyond asserting that he was engaged in the preliminary task of getting data for the inquiry. He plans to remain in Washington until the investigation is completed.

In his only formal statement following his appointment last month by the committee, he said the effort would be to find out what "Fly and his men have been doing to socialize the radio broadcasting industry". He cited reports that the staff had some "left-wingers" who are at least "touched with the Communistic tinge" and that "Fly wants the Government to take over all broadcasting—in other words, Government ownership".

Franklin D. Roosevelt Jr., now a Naval lieutenant, served his legal apprenticeship in the Garey law firm. Mr. Garey, a lifelong Democrat, supported Wendell L. Willkie in 1940.

Sample Cities Study 48 Hour Edict As WMC Weighs Essentiality Shakeup

ALTHOUGH no clarity appeared in the national manpower muddle, radio's position took a more positive shape as the result of NAB inspired meetings with station officials in Washington, Baltimore and Springfield, Mass., to obtain precise information on the actual effect of operation under the 48 hour week controls.

In the light of increased draft demands, it also developed that the War Manpower Commission is studying the possibility of curtailing the number of essential occupations in all industries and treating essential industries more stringently. The WMC's Essential Activity Committee met last Thursday and sought to develop criteria which might be applied in the reduction of essential occupations. No decision was reached and the problem is due to come up again at the body's meeting on Tuesday.

Joseph L. Miller, NAB labor relations director, met with station officials of Springfield, Mass., led by Quincy Brackett, owner of WSPR, to explain the type of material being sought by the NAB for presentation to the WMC in Washington which may lead to a possible directive governing operation of the nation's station under the 48 hour week regulation [BROADCASTING, March 16].

Area Control

Similar meetings have occurred in Baltimore and Washington to discuss the problem of the 48 hour week, explore the possibilities of operation under it, and to distribute data sheets which will contain hourly breakdowns by job.

Completion of these sample surveys are expected over the week-end, and Mr. Miller said he hoped to present the material to WMC officials by the end of this week. Irrespective of the material obtained in the survey of sample cities, Mr. Miller said that the administration of the 48 hour week control was clearly a matter for area and regional WMC offices to determine. In any question which may arise under the new control, he felt that the final work, subject to appeal, lay in the province of the field operations.

This thinking was reiterated by WMC officials in several statements last week. Executive Director Lawrence A. Appley and Deputy Chairman Fowler Harper both emphasized this point in a press conference last week. WMC Chief Paul V. McNutt also pointed this up in his weekly press conference.

Furthermore it was pointed out that the regulations governing operation of the 48-hour week in critical areas were necessarily broad to allow for the very purpose of regional and area control.

Questions as to the effect of the 48 hour week on prevailing union contracts were only answered in part. WMC insists that its regulation overrides such provisions which prevent time over 40 hours per week. However there has been no official statement with regard to its effect upon contracts which specifically call for five day weeks nor upon terms governing rate of overtime pay. For the present, industry officials in Washington indicate that they interpret the regulation to mean that they must pay agreed overtime rates for all time over 40 unless contracts specifically stipulate otherwise.

Location and coverage of the regions, with regional officers, are:

Region 1—10 Post Office Square, Boston (Me., N. H., Vt., Conn., R. I., Mass.), Joseph A Smith.
Region II—11 West 42nd St., New York (N. Y.), Mrs. Anna Rosenberg.
Region III—1634 Widener Bldg., Philadelphia (Penn., Del., N. J.), L. B. F. Raycroft.
Region IV—1025 Vermont Ave., N. W., Washington, D. C. (Md., Va., W. Va., D. C., N. C.). Dillard Lasseter.
Region V—521 Union Commerce Bldg., Cleveland (Ky., Ohio, Mich.), Robert C. Goodwin.
Region VI—222 West Adams St., Chicago (Ind., Ill., Wis.), William H. Spencer.
Region VII—157 Peachtree St., N. W., Atlanta (Ala., Fla., Ga., Miss., S. C., Tenn.), Bowman F. Ashe.
Region VIII—500 Midland Bank Bldg., Minneapolis (Minn., Ia., N. D., S. D., Neb.), Frank M. Rarig Jr.
Region IX—1600 Fidelity Bldg., Kansas City (Mo., Ark., Kans., Okla.), Ed McDonald.
Region X—New Mercantile National Bank Bldg., Dallas (Tex., La., N. M.), James H. Bond.
Region XI—221 Equitable Bldg., Denver (Mont., Wyo., Idaho, Utah, Colo.), John R. McCusker.
Region XII—245 Furniture Mart Bldg., San Francisco (Cal., Ariz., Ore., Wash., Nev.), William K. Hopkins.

HOMER GRIFFITH Co., Hollywood, station representative, has been appointed exclusive Pacific Coast representative of KVEC, San Luis Obispo, and KBKR, Baker, Cal.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

Fate of Clear Channels Rests With Supreme Court In KOA-WHDH Case

THE FATE of the clear channel as a means of supplying rural and remote coverage will be argued in the Supreme Court next Thursday or Friday in the FCC's appeal from the decision of the U. S. Court of Appeals for the District of Columbia, reversing its breakdown of the 650 kc. clear channel upon which KOA, Denver, has been the dominant station. WHDH, Boston, first was assigned fulltime on the wave and subsequently the Commission authorized WJW, Akron, to operate on the frequency with 5,000 watts fulltime, approving its removal to Cleveland.

Solicitor General Charles E. Fahy, who last week filed the Government's brief in the case, is expected to argue for the FCC. The Government contended that NBC, as licensee of KOA, had adequate opportunity to present its rights, whereas the lower court, in a 4-2 opinion, held that the Commission had erred in not giving NBC the opportunity to intervene and present testimony.

Related to WJW Case

Directly related to the Supreme Court argument was the action of Commissioner Case last Wednesday, granting in part a petition filed by NBC for indefinite continuance of NBC's petition for a rehearing in the WJW case. The hearing, ordered Jan. 13 on motion of NBC at the latter's request, was postponed until a date subsequent to the final decision by the Supreme Court in the KOA case.

A second plea of NBC—that the hearing, when held, be for the purpose of determining whether or not the public interest would be served by granting the original WJW application to use the frequency—was denied on the ground that it was premature. WJW, now a local, is installing the 5,000-watt plant outside Cleveland and is scheduled to become a BLUE outlet. WHDH already is on the BLUE, previously having been an independent part-time station.

The KOA-WHDH case marked the first proceeding since the 1941 reallocation involving breakdowns of a clear channel through duplicated operation. Five separate opinions were issued by the lower court in the KOA case, reversing the Commission and remanding the issue for hearing. Four of the six judges, however, concurred in the fundamental view that stations are entitled to hearing practically as a matter of right when they can show substantive injury.

NBC petitioned the FCC to postpone the hearing because of the "similarity and close relationship of many of the basic issues presented by both of these matters." It held the ends of justice would best be served by conducting the hearing on the WJW application after the final decision in the KOA case. In view of these facts, NBC said it would not oppose temporary operation of WJW on 850 kc., provided it is contingent upon the Commission's final decision after hearing on the WJW application and subject to termination without notice or hearing in the event the Commission denies that application. The petition, it added, was not to be considered as a waiver of NBC's right to oppose the issuance of a regular license to operate WJW on 850 kc.

Novel Proceeding

The proceeding was regarded as novel, since NBC in the first instance was successful on its motion for a rehearing. In its Jan. 13 decision, however, the Commission denied NBC's request for a stay of the issuance of the modified permit authorizing construction of WJW as a Cleveland station.

The Supreme Court brief in the KOA case held that NBC had no right to intervene in the WHDH proceedings, in view of the terms of the Communications Act. Apart from the statute, it was contended there is no "right to be free of increased competition and no right to be made a party before such competition is authorized." At best, it was contended, NBC's position is essentially no different from that of a newspaper or advertising agency whose revenues may be affected by the grant or extension of a license to an applicant.

On purely technical grounds, the Government argued that WHDH's fulltime operation will not interfere with KOA's satisfactory service and that NBC "did not attack the accuracy of these findings".

Musicians Face Draft

MUSICIANS will soon be listed among the non-essential occupations closed to draft-age men, War Manpower Chief Paul McNutt told AFM President James C. Petrillo in a telegram last week. Effect of the order would be to put musicians under 38 in a "work or fight" category. Mr. Petrillo, it is understood, is preparing a brief to show that musicians provide morale essential to the war effort.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

NAB Enlists Hams

RECRUITING of amateur radio operators willing to assist the war by taking jobs in broadcasting stations is now being carried out by NAB, in cooperation with the American Radio Relay League. NAB says it has already received a limited number of applications. Stations in need of technicians are urged to seek replacements locally before writing to the NAB Engineering dept.

NAB Sales Managers Plan New York Session

TO STUDY industry problems, the NAB Sales Managers Executive Committee is scheduled to meet March 9 in the new NAB headquarters office, 535 Fifth Ave., New York. On the agenda are the Retail Promotion Committee Plan, the small station problem, free time requests, combination of continuity for two or more products in a single announcement, coverage maps, audience measurement and the proposed Declaration of Independence for radio.

Expected to attend are: John M. Outler Jr., Chairman, WSB, Atlanta; Frank R. Bowes, WBZ, Boston, Mass.; William Malo, WDRC, Hartford, Conn.; Dietrich Dirks, KTRI, Sioux City, Ia.; Donald D. Davis, WHB, Kansas Citv, Mo.; Arthur Hull Hayes, WABC, New York, N. Y.; George H. Frey, NBC, New York.

RADIO UNAFFECTED BY OWI SHAKEUP

REORGANIZATION of the Domestic Branch of OWI, which will affect all of its operations except radio, is expected this week by order of Gardner Cowles Jr., Director of Domestic Operations of OWI.

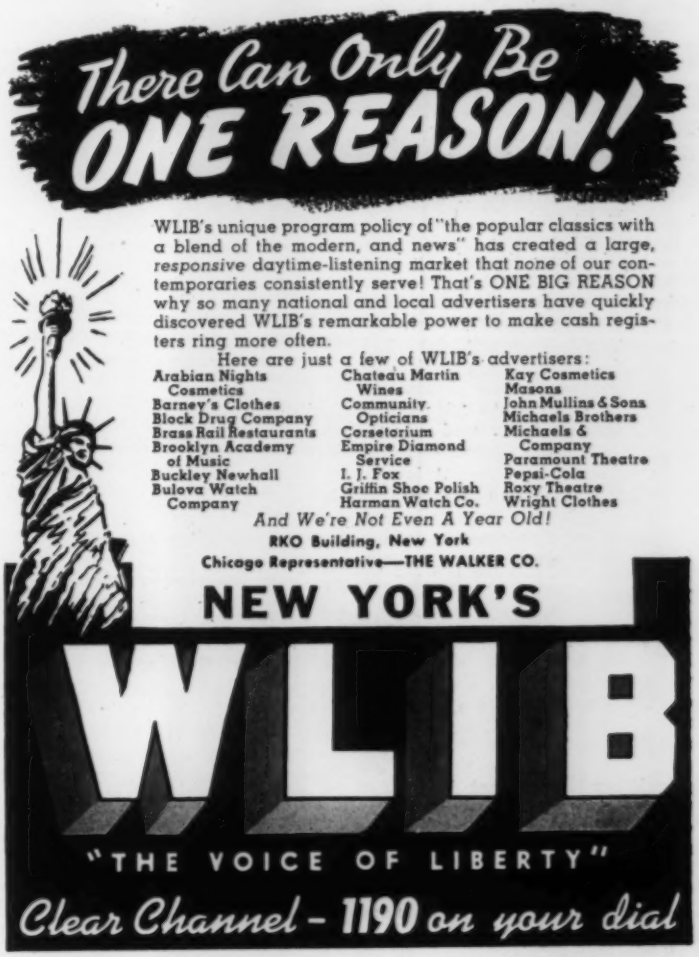
The reorganization was reported of a sweeping character, affecting graphic arts and other sections of the Domestic Branch. The Radio Bureau, however, will remain intact, Mr. Cowles told BROADCASTING last Friday.

OWI's Radio Bureau soon will be headed by Donald D. Stauffer, vice-president in charge of radio for Ruthrauff & Ryan, who has been granted leave of absence effective March 15. He succeeds William B. Lewis, now assistant director of the Domestic Branch under Mr. Cowles.

OWI-NAB Recruiting

JOINT effort is under way between the NAB and the OWI Overseas Branch to solve the technician scarcity facing the latter organization in its New York office. OWI officials have agreed to seek needed personnel entirely through NAB.

A total of 70 technicians is needed, mostly studio control technicians. OWI will get a training program under way within three or four weeks to train operators. Candidates will be selected with the aid of the NAB from among women who have not previously been trained for radio operation.


There Can Only Be
ONE REASON!
WLIB's unique program policy of "the popular classics with a blend of the modern, and news" has created a large, *responsive* daytime-listening market that *none* of our contemporaries consistently serve! That's ONE BIG REASON why so many national and local advertisers have quickly discovered WLIB's remarkable power to make cash registers ring more often.
Here are just a few of WLIB's advertisers:
Arabian Nights Cosmetics
Barney's Clothes
Block Drug Company
Brass Rail Restaurants
Brooklyn Academy of Music
Buckley Newhall
Bulova Watch Company
Chateau Martin Wines
Community Opticians
Corsetorium
Empire Diamond Service
I. J. Fox
Griffin Shoe Polish
Harman Watch Co.
Kay Cosmetics
Masons
John Mullins & Sons
Michaels Brothers
Michaels & Company
Paramount Theatre
Pepsi-Cola
Roxy Theatre
Wright Clothes
And We're Not Even A Year Old!
RKO Building, New York
Chicago Representative—THE WALKER CO.
NEW YORK'S
WLIB
"THE VOICE OF LIBERTY"
Clear Channel - 1190 on your dial

Instalment Buying Plan Still Alive

Price Chief Brown Sympathetic If It Cuts Surplus Spending

OPA'S plan for instalment buying for post war delivery has not been abandoned, it was learned last week, although no further public statements have been made on it since Prentiss M. Brown succeeded Leon Henderson as Price Administrator.

Rolf Nugent, Russell Sage Foundation economist, serving as special advisor to OPA, is actively promoting the plan with government and industry officials, and Price Administrator Brown told BROADCASTING after his news conference Wednesday, that he is sympathetic toward the idea.

Worth Considering

"If instalment buying for post war delivery will siphon off some of the surplus purchasing power that creates the inflation gap, it's worth considering," Mr. Brown said. He admitted, however, that in the six weeks he has been with OPA he has not had time to study details of the project.

He indicated, however, that he would like to see Mr. Nugent procede with the idea.

According to Mr. Nugent, author of the plan, the post-war delivery project would be a boon for local and national radio advertising. He points out that it offers dealers a real incentive to try to reach the public.

"I believe that the dealers will feel that the one who actually sells a certificate to a customer will have a far better chance of inducing that customer to exchange the certificate for his brand of car, or refrigerator, or washing machine after the war," Mr. Nugent said.

Instalment buying for post-war delivery involves the sale by local dealers of certificates granting priority for the purchase commodities when manufacturers reconvert [BROADCASTING, Jan. 11]. The public would obtain certificates by means of regular instalment payments over 12 to 25 months. Certificates would be good only for a particular commodity.

At present, Mr. Nugent is consulting with officials of the Federal Reserve and the Budget Bureau. The plan has already been studied by Army officers and the Treasury.

Post-war delivery had been hit by Secretary of the Treasury Morganthau, who said it placed soldiers in an unfavorable position in the post-war world, because war workers would buy the priority certificates. Mr. Nugent says that this objection has been overcome by allowing servicemen to stretch their payments over 24-50 months, but permitting them to get delivery of their commodities after the war even though their certificates may not be paid up.

Industry groups representing automobiles, refrigerators and other commodities are considering the plan, Mr. Nugent says.

FIRST ANNIVERSARY of WIAC, San Juan, Puerto Rico, was celebrated last month with a dinner-birthday party given by Enrique Abarca, station owner, and attended by members of the Chavez Special Senate Committee to investigate critical conditions in the island. Seated are (l to r): Sen. Bone (D-Wash.); Mrs. Brown, a guest; Sen. Chavez (D-N. M.); Mrs. Enrique Abarca. Standing: Dr. Pico, the owner's son-in-law; Mr. Abarca; Mrs. Felix Muniz; Mr. Brown; Felix Muniz, station manager; Ralph T. Bosch, legal counsel for the Chavez Committee; Samuel Badillo, WIAC news editor; Enrique Abarca, Jr., assistant to the manager; Lt. Angel Abarca.

Agriculture Department Policy Eased To Use Sponsored Shows in Food Drive

BREAKING a long-established precedent which precludes participation in commercial broadcasts, the Dept. of Agriculture this week is expected to announce a new policy in which the help of advertisers will be sought in carrying wartime food messages to the public, Morse Salisbury, Director of Information, disclosed in a formal statement last week.

Department regulations have prohibited endorsement of commercial products as well as appearance of Department employes on sponsored programs, but the recent food crisis which has necessitated point rationing and a food production campaign has brought about a reversal of procedure.

No Endorsements

Although no formal statement concerning a change of policy has been published, Secretary Wickard appeared recently on a Betty Crocker broadcast sponsored by General Mills, Minneapolis, and on Ernest Lindley's Sunday afternoon program sponsored by Council on Candy as Food in the War Effort, Chicago. Other high agriculture officials also have appeared on commercial broadcasts.

The Department's policy is being revised to make it possible for the reduced information staff to conduct the extensive program scheduled for the spring and summer months, Mr. Salisbury said. He added that there would be no endorsement of manufacturers or products by officials participating in commercial broadcasts.

Mr. Salisbury's statement follows:

The traditional Dept. of Agriculture policy of non-participation in advertising space or in advertising broadcasts is now being reformulated under the stress of wartime enlargement of the Department's job and cutting down of the Department's information staff so that a larger information program must be carried with smaller resources. The Department will seek the aid of advertisers in carrying the necessary wartime messages on the food program to citizens whose understanding and cooperation is needed in making the programs work.

The exact stipulations the Department will ask, in order to make certain that there is no appearance of endorsement of concerns or product by Department participation in advertising, are still being formulated. They are expected to be announced within the coming week. In the meantime, to get urgent messages to citizens concerning the immediate phase of the wartime Food Program, use of Department statements and appearance of Department personnel in some broadcast programs has been authorized under special arrangements which safeguard such participation from being thought by listeners to constitute endorsement of concerns or products by the Department.

It is expected that the Department's wartime policy in connection with participation in advertising will make it plain that the Department continues to request radio networks and station licensees for sustaining time in which to present the necessary public information that is not desired for presentation by advertising sponsors; and that the Department relies upon the previous expressions of the radio industry that time always will be available for public service use by Governmental and civic agencies.

Wallace Quits Seeds

THOMAS J. WALLACE resigned March 1 as vice-president in charge of Radio of Russel M. Seeds Co., Chicago. He will shortly establish a radio production firm in Chicago. John Kettlewell, Seeds' vice-president in charge of the Groves Lab. account, has been commissioned a lieutenant in the Navy and will be attached to the Ninth Naval District procurement office, Chicago.

Elgin Margarine Test

B. S. PEARSALL Butter Co., Elgin, Ill. (Elgin brand margarine), through it's newly-appointed agency, Schwimmer & Scott, Chicago, is using tests in two Tennessee markets: 30 one-minute announcements a week on WMC, Memphis, and 25 a week on WSIX, Nashville. C. F. Kraatz is account executive.

CONNOR EXPLAINS OWI TO STATION

MEETINGS with station management to perfect the operation of the Office of War Information's Radio Bureau plans will occupy the attention of Richard F. Connor, chief of the station relations section, for two weeks beginning March 9 in Atlanta.

From there he will procede to meetings in Michigan, the Northwest, the Pacific Coast and Texas which will last until March 24. Industry proposals for improvement will be heard and the stations will be given an opportunity to discuss their needs in the light of existing plans.

Similar meetings have been held in Kansas City, Wichita, Tulsa, Little Rock, New Orleans and Boston. At the latter session presided over by Harold E. Fellows, general manager of WEEI, a resolution was adopted by all New England stations "to refer all local requests to broadcast any material in connection with the war effort on behalf of any Government agency, to the State Branch of OWI for clearance."

Lewis H. Titterton, manager of the NBC script division, New York, and newly appointed consultant to the OWI on literary rights, is currently compiling a survey covering New York of the uses to which Government material is being placed. He is due to appear in Washington this week to present this material and consult with radio bureau officials on other problems.

Robbins to Treasury

W. M. ROBBINS, vice-president of General Foods Corp., was named by Secretary Morganthau last week to coordinate over-all direction of the Treasury's Bond selling activities. Mr. Robbins will integrate the work of the War Savings Staff and the Victory Fund Committee, particularly during the forthcoming April financing program to raise at least $13,000,000,000. Mr. Morganthau indicated the Treasury would use a large amount of donated advertising in the drive, but plans have not yet been worked out.

Jack Benny Ill

SUFFERING from a bad cold, Jack Benny was unable to appear on his Sunday NBC broadcast March 7 from St. Joseph, Mo., where he was to conclude a 5,000 mile tour of army camps and then take his usual mid-season vacation. Burns & Allen took over the program from New York last Sunday, and Orson Welles, radio star and film producer, may conduct the March 14 and March 21 broadcasts. Benny show is sponsored by General Foods Corp., New York, through Young & Rubicam, New York.

STUDEBAKER Corp., South Bend, Ind., in renewing its sponsorship of *Eric Sevareid and the News* on WABC, New York, Monday and Wednesday, 6-6:15 p.m., has added a 10-minute broadcast by the newscaster Sunday night. Copy is institutional. Roche, Williams & Cunnyngham, New York, handles the account.

TROUBLE BEGAN AT 9:12

Freak Storm Crosses Wires and WJSV Broadcasts Phone Call on Philip Morris 'Life Begins at 8:30'

A RARE weather phenomenon played havoc with WJSV, Washington, and the Shepherd Exchange of the Chesapeake & Potomac Telephone Co., Feb. 26, resulting in an unscheduled private telephone conversation during the CBS *Philip Morris Playhouse*, 9-9:30 p.m., carried by WJSV.

Accompanied by a heavy snowfall and high wind, a thunderstorm swept over the nation's capital, striking shortly before 9 p.m. At 9:12 p.m., while listeners to WJSV were intent on the dramatization, "Life Begins at 8:30", lightning struck Tower A of the WJSV transmitter at Wheaton, Md., and a Shepherd exchange cable.

Then came the unannounced portion of the broadcast. The drama faded to background and a woman's voice was heard leaving a message for a doctor. Most listeners thought it was a new technique in dramatic shows. Among them was Charter Heslep of the broadcast news desk, Office of Censorship. Mr. Heslep strained an ear.

Not in the Script

Again the program came up full and the telephone conversation faded to background. Even Mr. Heslep was sure it had something to do with the drama. For the next few minutes voices of the radio actors and the telephone conversation alternated up full and background. Then came words that startled the censor. It appeared to be a call to the telephone company and this time it was up full.

"This is the last time I'm going to call you," said the distinct feminine voice. "I don't want to go on the radio every time I pick up my telephone. Lightning struck out here and everything is all balled up."

Mr. Heslep called WJSV. So did 203 others. Al Leitch, member of the WJSV newsroom staff and CBS Washington newscaster, informed Mr. Heslep that the telephone conversation definitely was not a part of the program, that WJSV was aware of censorship provisions which prohibit mention of weather and so on.

A checkup by WJSV and the telephone company disclosed that:

One bolt of lightning struck the station's tower and a telephone cable, which carried the transmitter lines and Shepherd exchange line, fusing the two.

An antenna coupling coil of Tower A doghouse was completely destroyed; the WJSV telephone line between studios and transmitter was knocked out; the OCD teletype line, used for blackouts, also was silenced, and both loops to the transmitter were grounded.

Lines Cleared

For 10 minutes the telephone conversation interrupted the program at intervals. It was 11:15 p.m. before the lines were cleared, but WJSV continued its operation through a relay transmitter and a domestic telephone line, to which the telephone company switched the station's studio-transmitter line temporarily.

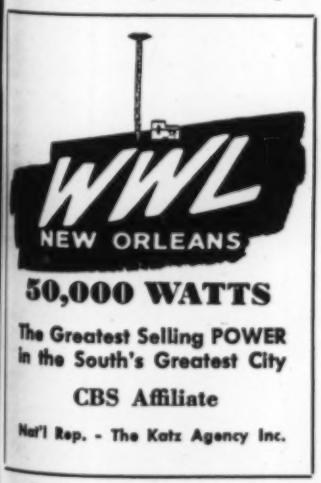
Since the phenomenon was considered an "act of God", WJSV sales department didn't plan to rebate to the Philip Morris Co., the station reported. Otherwise the freak storm accounted for these wartime violations:

Censorship, which prohibits the broadcast of weather conditions (although the Office of Censorship was inclined to chalk it up as an unavoidable circumstance not controlled by man); AT&T regulations forbidding the use of domestic telephone circuits for originating broadcasts; FCC regulations (1) prohibiting broadcast of personal messages; (2) divulging any telephone conversation without consent of the sender; Federal law prohibiting listening-in on telephone conversations.

Candy Not Cancelled

IT WAS incorrectly reported in the March 1 issue of BROADCASTING that Fanny Farmer Candy Shops, Rochester, had cancelled its campaign on women's participation programs because of restrictions on sugar allotments. On the contrary, the campaign to promote Fanny Farmer candies, which started last fall, will continue unabated, according to J. Walter Thompson Co., New York. Schedule covers participations on a varying basis on the Marjorie Mills program on the New England Regional Network, and various programs on KYW WTMJ WTAM WHAM KDKA KSTP WRC WEAF WBEN KSO WJR WEEI.

BELL SYNDICATE is distributing "For the Love of Mike", daily and Sunday radio column by Ben Kaplan. Mr. Kaplan is the father of Lyn Murray, CBS musical director now in the Army.



50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

PRESENTING A CHECK to Sally Bechill, secretary-treasurer of the Oregon division of the Assn. for Education by Radio, Luke Roberts, director of education for KOIN, Portland, enrolls his station as the first institutional member of the newly-formed organization. Elected charter president was Mary E. Gilmore, program director of KBPS, Portland; vice-president chosen was Allen Miller, program manager of KOAC, Corvallis, Ore.

New Radio Manual

AMERICAN RADIO LEAGUE Inc., has just published the latest of a series of radio training manuals, *A Course in Radio Fundamentals*, by George Grammer, which includes assignments, examination questions and answers, laboratory manual and 40-lesson course outline. With material arranged under eight major subject headings, the manual is valuable both for home study and as a classroom guide for teachers. Price is 50c.

SCHENLEY MOVING 'CARNIVAL' TO CBS

SCHENLEY IMPORT Corp., New York, which last October became the first company to promote its wines on a network show with the *Cresta Blanca Carnival* on Mutual, has decided to shift the program from MBS at the end of the 26-week contract to CBS, effective April 14.

At the same time Schenley will cut the show from a 45-minute stanza, 9:15-10 p.m., to a half-hour, 10:30-11 p.m. Approximately 65 or 70 CBS stations will be used and the format of the series will remain the same with Morton Gould's orchestra and guest stars. Agency in charge is William H. Weintraub & Co., New York.

On March 4, Roma Wine Co., Fresno, a subsidiary of Schenley Distillers Corp., started its first network program on CBS with the musical variety show *Fiesta Rancho* on 95 stations, and Schenley is also promoting its Dubonnet wines on the BLUE with *Alec Templeton Time*. Roma agency is McCann-Erickson, San Francisco, and Dubonnet wines are handled by William H. Weintraub.

With the start of the *Cresta Blanca Carnival* on CBS in April, this network will have a total of four advertisers in the wine and beer category who have contracted for time since the first of the year. Besides the two Schenley shows they are: P. Ballantine & Sons, Newark, for beer and ale, *Three Ring Time*, and Pabst Sales Co., Chicago (Pabst beer), *Blue Ribbon Town*.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day — day-in and day-out. Pick . . .

WFBL
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 27 TO MARCH 5 INCLUSIVE

Decisions . . .

MARCH 1

WLAN, Endicott, N. Y.—Hearing continued March 2 to April 1, 1943, for mod. CP.

MARCH 2

WEMP, Milwaukee, Wis.—Voluntary assignment license Milwaukee Broadcasting Corp. to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. La Follette Jr., Evalyn H. Dolph, Hope D. Pettey, Leo T. Crowley and James T. Markham, co-partners, d/b Milwaukee Broadcasting Co.

KFQD, Anchorage, Alaska—Voluntary assignment license Anchorage Radio Club Inc. to William J. Wagner, d/b Alaska Broadcasting Co.

WKEU, Griffin, Ga.—Mod. license use 100 w. unlimited, 1440 kc., subject installation radiating system; action application increase power 250 w. N, 100 w. D, increase to unlimited, held in abeyance.

Look at the trend in daytime audiences of San Francisco network stations

(From Hooper Station Listening Index. By comparing periods Oct. to Dec. 1941 with Oct. to Dec. 1942.)

MORNING AUDIENCE	
BLUE'S KGO	**122.0% gain**
B Network's Station	. . . 14.4% loss
C Network's Station	. . . 20.1% loss
D Network's Station	. . . 5.4% gain

AFTERNOON AUDIENCE	
BLUE'S KGO	**34.0% gain**
B Network's Station	. . . 13.8% gain
C Network's Station	. . . 33.3% loss
D Network's Station	. . . .7% gain

THIS great progress reflects KGO's improved program structure and aggressive promotion work. See your Blue Spot Rep. or write direct for details.

KGO
SAN FRANCISCO · OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

WCBI, Columbus, Miss.—Change 1400 to 1340 kc.

W49PH, Philadelphia, Pa.—Extend completion date to July 22, 1943; license cover CP in part; 44,900 kc., 9,300 sq. mi.

W73PH, Philadelphia, Pa.—License cover CP in part; 47,300 kc., 9,300 sq. mi.

W57PH, Philadelphia, Pa., W75P, Pittsburgh, Pa.—License cover CP in part.

W67B, Boston, Mass.—Change transmitter, extend commencement, completion dates; license cover CP in part.

MARCH 3

National Broadcasting Co.—Granted in part petition indefinite continuance hearing on petition rehearing re application WJW, Akron, O., for mod. CP; continued to date subsequent Supreme Court decision KOA case; balance dismissed.

WLW, Cincinnati—Postponement hearing to April 9, 1943, re application 700 kc., 50 kw. N. 500 w. D, unlimited, using W8XO transmitter.

Chattahoochee Broadcasting Co., Columbus, Ga.—Withdraw motion continuance hearing re new station; dismiss application; cancel hearing.

South Florida Broadcasting Inc., Miami, Fla.—Dismiss application CP new station.

MARCH 4

WAYS, Charlotte, N. C.—License cover CP as mod. new broadcast station, etc.

KLRA, Little Rock, Ark.—Mod. CP as mod. for new transmitter, change frequency, increase power, etc., extend completion date March 13 to June 13, 1943.

WNAC, Boston—License use composite main transmitter WAAB as auxiliary transmitter, 1 kw.

Applications . . .

MARCH 1

WIBG, Philadelphia, Pa.—Mod. CP as mod. extend completion date March 8 to June 9, 1943.

WPTZ, Philadelphia, Pa.—License cover CP as mod. in part.

KWSC, Pullman, Wash.—CP change 1250 to 1030 kc.; change 5 to 1 kw. N. 5 kw. D; change share KTW to unlimited; change antenna and ground system; request facilities KOB, Albuquerque, N. M. Amended request mod. license, omit change antenna, ground system.

KGDM, Stockton, Cal.—Mod. CP as mod. extend completion date March 20 to May 20, 1943.

MARCH 3

KPQ, Wenatchee, Wash.—Mod. CP new transmitter, increase power, etc., extend completion date.

EDUCATION CHIEFS TO MEET VIA NETS

AT THE BEHEST of the Office of Defense Transportation the American Assn. of School Administrators has cancelled its annual convention this year and instead will meet via the major networks, beginning March 17.

Time has been allotted by CBS and the BLUE, while NBC last week was attempting to clear time. The organization had not heard from Mutual, according to Belmont Farley, Director of Information for the National Education Assn.

Stretched over a period of 11 days, the radio convention begins March 17 with participation in the CBS *School of the Air of the Americas*, in which Capt. Eddie Rickenbacker, Col. Hans Christian Adamson and Roy Chapman Andrews, explorer, will speak.

IN A SPIRIT of typographical generosity, BROADCASTING last week credited New York's foreign language stations with a contribution of $17,000,000 to the National Foundation for Infantile Paralysis. Figure should have been $17,000.

Top Ten Tunes

TOP TEN TUNES from the standpoint of network coverage during the week ending March 3, according to the network audience coverage survey conducted by the Radio division of the Office of Research, New York, are as follows: Brazil, You'd Be So Nice To Come Home To, I've Heard That Song Before, That Old Black Magic, There are Such Things, Moonlight Mood, I Had the Craziest Dream, Weep No More My Lady, Moonlight Becomes You, and Taking a Chance on Love.

New Titles Given Radio Frequencies

FCC Amends Rule to Conform To United Nations Terms

SEGREGATION of the radio spectrum into seven bands ranging from Very Low to Super High was voted by the FCC Tuesday in an amendment to the Rules and Regulations adopting standard frequency designations used by the United Nations Combined Chiefs of Staff.

There is no technical significance to the allocation, FCC officials point out, and they will not affect FCC licensing policies. The result is to give the same language and nomenclature to various wave bands throughout the United Nations.

Suggested by British

The new titles were first advanced by the British at the International Radio Consultation Committee conference (CCIR) in Bucharest in 1937, and have proved useful in European radio activities. Since the war they have been used by the Allied Combined Chiefs of Staff, and by the U. S. Joint Chiefs of Staff.

Recently the titles were recommended by the Interdepartmental Radio Advisory Committee (IRAC) and finally by the FCC. The allocation changes the medium band as customarily defined in the United States, starting it at 300kc instead of 200kc, thus putting part of the aeronautical band in "Low". The seven classes also extend the useful radio spectrum to 30,000,000 kc.

Text of the order follows:

Sec. 2.5 *Useful radio spectrum*—"Useful radio spectrum" means the total number of frequencies or wavelengths which may be used for the transmission of energy, communications or signals by radio.*

* At the present development of the art the useful radio spectrum is considered to extend from 10 kc. to 30,000,000 kc. or 30,000 meters to 0.01 meters .These frequencies are classified into bands with designations and abbreviations as follows: (figures are inclusive):

Frequency in Kc.			*Designations*	*Abbr.*
10	to	30	Very low	VLF
Above 30	to	300	Low	LF
" 300	to	3,000	Medium	MF
" 3,000	to	30,000	High	HF
" 30,000	to	300,000	Very High	VHF
" 300,000	to	3,000,000	Ultra High	UHF
" 3,000,000	to	30,000,000	Super High	SHF

Network Accounts

All time Eastern Wartime unless indicated

New Business

SINCLAIR REFINING Co., New York, March 16 starts Arthur Hale's *Confidentially Yours* on 101 Mutual stations in Central area Tues., Thurs., Sat., 7:45 p.m. Agency: Hixson-O'Donnell Adv., N. Y.

DICTOGRAPH SALES Co., New York (Acousticon hearing aid), on March 7 starts dramatic series on 105 BLUE stations, Sat., 9:55-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

READER'S DIGEST, Pleasantville, N. Y. (magazine), on March 7 only sponsored Victory Book campaign for armed Services on 116 CBS stations, Sun., 1:30-1:45 p.m. Agency: BBDO, N. Y.

JENKINS Bros., Bridgeport, Conn. (valve industry), on March 2, 12 noon-12:15 p.m., sponsored one-time broadcast of "Award ceremonies on 148 BLUE stations. Agency: Horton-Noyes Co., Providence.

Renewal Accounts

CARTER PRODUCTS, New York (Arrid), on Feb. 28 renewed for 52 weeks *Jimmy Fidler From Hollywood* on 70 BLUE stations, Sun., 9:30-9:45 p.m., with West Coast transcribed repeat, Sun., 8:15-8:30 p.m. (PWT). Agency: Small & Seiffer, N. Y.

CREAM OF WHEAT Co., Minneapolis (cereal) on April 2 extends for six weeks its participation on *Breakfast Club* on 71 BLUE stations, Fri. & Sat., 9:45-10:00 a.m. Agency is BBDO, Minneapolis.

S. C. JOHNSON & SON, Racine, (Johnson's Wax and Glo-Coat) on April 6 renews *Fibber McGee and Molly* on 127 NBC stations, Tues., 9:30-10 p.m. Agency is Needham, Louis and Brorby, Chicago.

VICK CHEMICAL Co., New York (Vitamins Plus) on April 5 renews *Dr. I. Q.* on 129 NBC stations. Mon., 9:30-10 p.m. Agency is Grant Adv., Chicago.

J. B. WILLIAMS Co., Glastonbury, Conn. (Williams shaving cream), on April 5 renews for 52 weeks *True or False*, at the same time adding 47 BLUE stations, making a total of 83. Mon., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens lotion), on March 28 renews for 52 weeks *Walter Winchell* on 112 BLUE stations, Sun., 9-9:15 p.m., and *The Parker Family* on 115 BLUE stations, Sun., 9:15-9:30 p.m. Agency: Lennen & Mitchell, N. Y.

CALIFORNIA PRUNE & Apricot Growers Assn., San Jose, Cal. (Sunsweet prunes), on March 6 renewed for 39 weeks *Dick Joy—News* on 6 CBS Pacific stations, Sat., 8:55-9 p.m. (PWT). Agency: Long Adv. Service, San Jose.

TUCKETT'S Ltd., Hamilton, Ont. (Buckingham cigarettes), on March 16 renews *Alan Young's Variety Show* on 42 Canadian Broadcasting Corp. stations, Tues., 8:30-9 p.m. Agency: MacLaren Adv. Co., Toronto.

WHITE LABS., Newark (Feen-A-Mint), on March 26 for 13 weeks renews *Double or Nothing* on 207 MBS stations, Fri., 9:30-10 p.m. Agency: William Esty & Co., N. Y.

Network Changes

SCHENLEY IMPORT Corp., New York (Cresta Blanca wines), on April 14 shifts *Cresta Blanca carnival* from 74 MBS stations, Wed., 9:15-10 p.m. to 65-70 CBS stations, Wed., 10:30-11 p.m. Agency: William H. Weintraub & Co., N. Y.

METRO-GOLDWYN-MAYER Co., New York, on March 8 replaces Col. Lemuel G. Stoopnagle with Victor Borge on *The Lion's Roar* over 51 BLUE stations, Mon. thru Fri., 7-7:05 p.m. Agency: Donahue & Coe, N. Y.

WESTINGHOUSE ELECTRIC & Mfg. Co., East Pittsburgh, Pa., on March 7 shifts *Westinghouse Program* on 126 NBC stations, Sun., 2:30-3 p.m., from New York to Hollywood for 13 weeks. Agency: Young & Rubicam, N. Y.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

PROGRAM DIRECTOR—Opening immediate. Must know production, continuity writing, supervise announcers, be able to announce occasionally. Good opportunity for right man. Supply full details. Replies confidential. Midwest network affiliate. Box 386, BROADCASTING.

Wanted—First or Second Class Operator with transmitter experience for new directional 5 KW station. Rapid advance likely. WOC, Davenport, Iowa.

Announcer—Steady job, excellent future; write stating draft status, salary and when available to KFNF, Shenandoah, Iowa.

We are Looking for a Draft Exempt Executive—He must have experience and understanding of complete operation including management and sales. He must be fully equipped to actively operate a successful Mutual-Yankee affiliate. Compensation $4000.00 plus bonus per annum. Write complete background, include photograph. Box 375, BROADCASTING.

WANT for 48 Hours Good Announcing—small station—3rd ticket or better. Box 384, BROADCASTING.

In California—Chief engineer, 1st class ticket. Ideal and inexpensive living conditions. Climate unsurpassed. Starting salary $200. Wire collect. KHUB, Watsonville, California

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 368, BROADCASTING.

Wanted—Experienced announcer-newsman-continuity writer. Give reference, draft status, present salary. WIBC, Indianapolis, Indiana.

Better Than Average Wages—Will be paid to better than average announcer. Permanent position, opportunity for advancement, 5000 watt midwestern network affiliate. Must be thoroughly experienced and draft deferred. Pleasant working conditions. Detail your past experience, state salary expected and attach snapshot. All replies confidential. Box 371, BROADCASTING.

Engineer—Or combination operator-announcer wanted. Permanent. State experience, salary and draft status. KTRI, Sioux City, Iowa.

SALESMAN—An experienced time salesman is wanted by one of the most popular 250 watt locals in the midwest. Choice of straight salary, salary and commission or straight commission with draw. Give complete details of experience etc. in first letter. Box 382, BROADCASTING.

Unusual Opportunity for Salesman—Salary-commission arrangement. State qualifications, draft status. Send picture first letter. WJTN, Jamestown, N. Y.

Situations Wanted

Sales and Station Manager—Now employed. 15 years newspaper, agency, radio experience. Available at once. Box 381, BROADCASTING.

ANNOUNCER—4F. Now with regional network affiliate seeks change offering advancement; responsibility. Some programming. Within 150 miles of N. Y. C. preferred. Box 379, BROADCASTING.

Producer-Director—Network and local experience. Excellent background news, drama, music, education. Thorough. Tennessee. 3A, two children. Box 377, BROADCASTING.

Situations Wanted (Cont'd.)

Station or Commercial Manager Available—4-F, college graduate, 35, married. 12 years' radio background includes all phases selling, merchandising, programming, promotion. 4 years assistant sales manager 5 kw metropolitan station; 8 years network sales. Reasonable salary. Box 385, BROADCASTING.

Chief Engineer—Eastern station seeks lining up in more important war position away from Seaboard. Prefer Ohio region. Married, unclassified, test equipment, matriculated for BSC degree, 12 years in radio. Minimum $3000, with permanency. Box 383, BROADCASING.

NEWS EDITOR—10 kw station. Desires directive news position with progressive organization. 5 years radio news writing, editing, presentation. Newspaper and Wire Service experience. Present position offers no further advancement. 26, married, family, 3-A. Best references. Complete, interesting details on request. Here's an opportunity to add power to your news department. Box 376, BROADCASTING.

Announcer — College. Three years network station. Married, 24, draft deferred. Creative. Dependable. Available March 8th. Box 370, BROADCASTING.

Lady Pianist — With own solo-vox and Piano-accordion. Man-String Bass. Experienced musical and comedy programs, also announcing. Draft exempt. Box 367, BROADCASTING.

10 YEARS' EXPERIENCE—From 250 Independent to 50 KW key network as program director, continuity director, network writer, newscaster, commercial announcer, 30 years old, draft deferred. Currently employed as program director. Desires position with Northeastern station. Make me an offer. Box 380, BROADCASTING.

STATION MANAGER—3-A Draft status—38 years old—married—one child. Twelve years experience including 50-KW and network affiliate, excellent record for producing results, now employed in executive capacity, desires change. Thorough knowledge every phase of industry, accounting, copy, sales, traffic and programming. Available in two weeks. Top references. Write Box 374, BROADCASTING.

WRITER — Woman with radio voice. Commercial copy and drama. FM and AM experience. Box 381, BROADCASTING.

Wanted to Buy

Two Towers—Approximately 375 feet high, complete with base insulators. Box 378, BROADCASTING.

Reliable party interested—In 250 or 500 watt station in eastern or northern U. S. Full particulars will be confidential, include in first letter to Box 373, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale

For Sale Local Network Station—Part or whole interest to responsible parties. Box 369, BROADCASTING.

A New Federal Field Intensity Meter—For Rent, $10 per day. Major Herbert L. Wilson, c/o BROADCASTING Magazine.

175 Ft. Truscon Self Supporting Tower—With all lighting equipment, insulators, leveling plates, etc. Excellent shape. Immediate shipment. WHKY, Hickory, North Carolina.

WLW to Conduct Retail Merchandising Classes

DECISION to tailor retail merchandising activities to needs growing out of the war effort was reached at a recent special meeting of WLW, Cincinnati, sales executives and field representatives. The field organization will devote most of its time assisting retailers and wholesalers with problems involved in operating under rationing, price control and other wartime conditions.

Dr. Harold Maynard, Ohio State U., discussing trends in retail trade, and E. J. Wuest, of the Cincinnati OPA district office, were principal speakers. Present at the meeting at Crosley Square, downtown home of WLW, were R. E. Dunville, vice-president in charge of sales; B. Strawway, director of merchandising; E. E. Hale, assistant director of merchandising in charge of field operations, and WLW field representatives.

A merchandising study course, to be supervised by Dr. Maynard and Dr. Herman Nolen, of Ohio State U., is planned for WLW merchandising representatives to familiarize them with problems of store operation and management.

TO ASSIST station managers and sales managers in the solicitation of additional national spot business, National Radio Records, New York, has released its "spot time guide" chart for the fourth quarter of 1942, showing the regional spot coverage of 270 advertisers, of which 95% are national accounts.

FIRST FREEZE OF WAR WORKERS!

Gulf Coast area so strategic, it was first in country to have war workers frozen in their jobs. 57,000 big-earning workers now stay put! Direct the spending of this huge, stabilized payroll, over strategic KFDM, located in the heart of this boom section.

KFDM FULL TIME 560KC 1000 WATTS
BLUE NETWORK
BEAUMONT
Represented by HOWARD H. WILSON COMPANY

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Old Gold Advertising Claims Challenged in FTC Complaint

'Nothing New Added' Says Charge; Sensations, Beech-Nuts, Friends Tobacco Also Cited

THREE MORE cigarettes, Old Golds, Sensations and Beech-Nuts, and Friends smoking tobacco, all manufactured by P. Lorillard Co., Jersey City, were added to the list of tobacco products cited last Thursday in pending trade commission actions charging misleading advertising.

The complaint has followed earlier citations against the makers of Lucky Strikes, Pall Malls, Philip Morris, Camels, Kools and Dunhills, and Prince Albert and Revelation smoking tobacco. [BROADCASTING, Nov. 2].

As in earlier cases, the Commission hits at almost all of the firm's advertising. Material cited was distributed on local and network radio and in other media. P. Lorillard bought a gross of $131,952 from BLUE in 1942, and $406,599 from CBS. The firm sponsors a CBS network show with Sammy Kaye, and local spots, news and sports, including baseball, on WHN, WGN, New York.

'Something New' Challenged

Specifically cited in the attack on Old Gold advertising was its promotion campaigns based on a survey in the July, 1942 issue of a "monthly magazine of nationwide and international circulation" (Reader's Digest) as well as its famous slogan "Something New Has Been Added".

FTC alleges that in publicising the survey findings that Old Gold had the lowest nicotine content of "seven leading brands" tested, Lorillard concealed that the differences were "insignificant" and failed to state that the laboratory report said: "The differences between brands are, practically speaking, small and no single brand is so superior to its competitors as to justify its selection on the ground that it is less harmful."

Testimonials Hit

The Commission contends that because of variable factors in growing, blending and processing tobacco, and in packing and handling cigarettes, it is impossible to produce a large volume of cigarettes with a standard nicotine content.

The complaint sets out, contrary to advertising claims, Old Golds "become stale for various reasons, contain tobacco other than prize crop, and nothing new has been added which has not been known and used in the manufacture and marketing of cigarettes prior to the time Old Golds were put on the market."

FTC also hits at testimonials used in Old Gold advertising. These, the complaint charges, "do not reflect the actual personal experiences, knowledge or beliefs of the signers, some of whom smoke other brands as well as Old Golds, while others are non-smokers. Many of these testimonials," it is charged, "are pre-written by representatives of the respondents and are signed by the testimonialists without their knowing or being advised of the contents. All of such testimonials so obtained by the respondent are given and secured in sole consideration of the payment which the respondent makes therefor", the complaint charges.

'Easy on Throat'

The Commission's attack on advertising for Sensation and Beech-Nut cigarettes and Friends smoking tobacco follows a line similar to most of the cigarette cases. The complaint alleges Lorillard falsely advertised that Beech-Nut cigarettes are easy on the throat, provide definite defense against throat irritation, that their extra length filters heat and bite and cools the smoke; that Sensations contain extra choice imported and domestic tobaccos, and are made "from the finest tobacco money can buy"; and that rum-curing enriches Friends smoking tobacco and "puts out bite and burn".

Lorillard will have 20 days in which to answer the FTC complaint. The other tobacco firms, with the exception of Brown & Williamson, maker of Kools, which signed a stipulation, have denied the FTC charges and are awaiting hearing.

GROUP PURCHASES WEMP, MILWAUKEE

VOLUNTARY assignment of licenses from Milwaukee Broadcasting Co. corporate owner of WEMP, Milwaukee, to a group of eight copartners was approved March 2 by the FCC.

The eight are Glenn D. Roberts, Madison, Wis., attorney, and his wife Melva F. Roberts; Dr. Wellwood Nesbitt, Madison physician; Senator Robert M. LaFollette Jr. (P-Wis.); Evalyn H. Dolph, wife of William B. Dolph, executive vice-president of WOL, Washington; Hope D. Pettey, wife of Herbert L. Petty, director of WHN, New York, and sister of Mr. Dolph; Leo T. Crowley, Alien Property Custodian; James T. Markham, assistant to Mr. Crowley.

Six of this group in January, 1942, acquired 45% interest in WEMP from Gene Dyer, operator of WAIT and WGES, Chicago, and 5% from Mr. Roberts, who retained the remaining 50%, for approximately $50,000.

KFQD Sale Approved

CONSENT to voluntary assignment of license of KFQD, Anchorage, Alaska, from Anchorage Radio Club Inc. to William J. Wagner, doing business as Alaska Broadcasting Co., was granted March 2 by the FCC. Mr. Wagner, owner and manager of KFQD, on Feb. 3, 1942, acquired from R. E. McDonald and his wife Barbara the remaining two thirds of the stock for $10,000, giving him all 500 shares and control. Mr. Wagner was manager at the time of the transaction.

KWON Joins MBS

KWON, Bartlesville, Okla.. operating with 250 watts on 1400 kc., becomes affiliated with Mutual March 1, bringing the total of MBS stations in continental United States to 207.

The Labor Problem . . .

Drawn for BROADCASTING by Sid Hix

"And Now WOOF Proudly Presents Its Military Analyst, Chaunchey Montbaden DeQuincey, Well-Known Authority on World Travel!"

ODT Bus Decision May Hit Air Units

Only 'Essential' Bus Service Now Allowed Private Firms

BLOW to radio entertainment units is seen in a new wartime transportation restriction issued by Joseph B. Eastman, Director of the Office of Defense Transportation, which prohibits the use of privately-owned buses for "transportation for entertainment groups."

Scheduled to become effective March 15, the new order, ODT 10-A, supplants ODT 10, issued last June and covering public carriers. The original restriction banned the use of public bus service to athletic events, amusements, picnics and anything not directly connected with the war effort.

Special Permits

The new ban places restrictions on virtually all special or exclusive bus service "not essential to the war job". It covers transportation to race tracks, golf clubs, beach clubs, riding academies, night clubs and roadhouses; exclusive service provided tenants and guests by apartment buildings and hotels; special transportation for athletic teams, not only in school buses, but in vehicles owned by organizations such as baseball clubs; special service to picnics, fairs or other amusement centers, and special transportation for entertainment groups, such as orchestras on tour.

Although the order provides for the issuance of special permits for a limited operation of some privately-owned buses to meet specific needs or exceptional circumstances, it was not deemed likely that radio stations, which maintain private buses to transport road units, would be issued special permits.

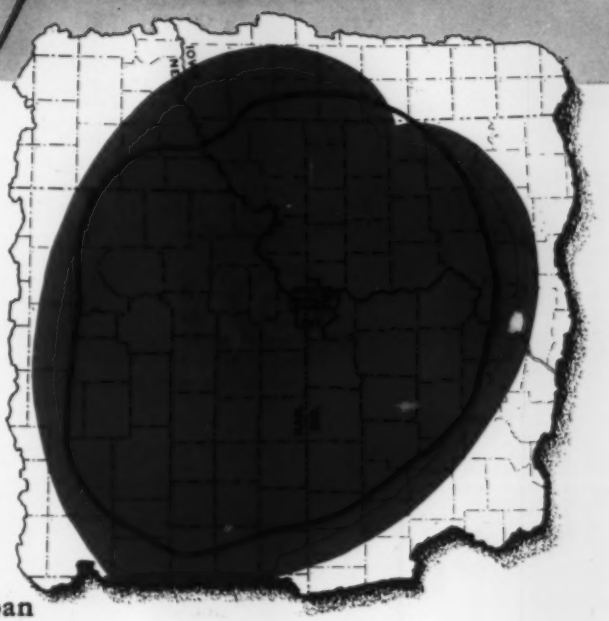
ODT officials said the general types of operations which probably would be considered for special permits would include service in institution-owned vehicles to homes for the aged, santariums and hospitals where public transportation systems are inadequate or non-existent, and service for the exclusive use of the crippled and blind.

Questioned by BROADCASTING regarding the future of such hill-billy units as the WSM, Nashville, *Grand Ol Op'ry;* the WLS, Chicago, *National Barn Dance;* the WLW, Cincinnati, *Boone County Jamboree,* and the KSTP, St. Paul, *Sunset Valley Barn Dance,* ODT Washington officials said "each application for special permits will be considered on their merits by our regional representatives."

In view of the regulation limiting special permits to institutions, however, it appeared the future of radio road units and orchestras was in the balance. With public carriers already taxed to capacity, the threat loomed that various radio productions might be forced to confine their activities to studio broadcasts, eliminating stage appearances for the duration.

XUM

HAVING HEART * TROUBLE?



For any advertiser who may have had trouble with sales in this important Heart of America Area, a short diagnosis of the situation may prove useful.

1—The Heart of America is in two parts. It is 51% urban and 49% rural. Each part has its own program needs and likes.

2—Obviously, unless *both* rural and urban halves are reached, any promotion job is a half-Hearted one. Both halves are vital.

3—Reaching the *whole* Heart of America naturally requires efficient signal coverage of the whole area. But just as important is custom programming that will cause those who *can hear, to listen.*

4—KMBC is the only station delivering this combination of signal coverage (for a maximum potential audience) and program coverage (for a maximum listening audience) *throughout both halves* of the Heart of America.

* Referring, in this instance, to the Heart of America—the 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

℞ Heart (of America) trouble of a sales nature should be treated by KMBC.

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS